

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXLIX, No. 7

NEW YORK, NOVEMBER 14, 1929

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...PRECEDENT IN ADVERTISING?

certainly!

"THIS is so because it has been so," is a succinct statement of precedent in law. But apply this maxim to advertising and you seem to have a paradox. "Isn't the essence of advertising, novelty?" —you ask.

It is the experience of new industries to undergo a bonanza period. The automobile and the talking machine went through it. The radio industry is going through it now. Every manufacturer of receivers is trying to sell as many sets as he can as quickly as possible. "Own a radio" is the keynote of radio advertising.

N. W. Ayer & Son, Inc., have watched the rise and fall of these bonanza periods. Long ago this house saw the wisdom of selling not only the product but the service which that product performs.

Therefore our advertising of Eveready Radio for the National Carbon Company, Inc., sells not excellence of reception for today, but excellence which lasts.

A good workman profits from experience. Precedent in advertising? Certainly!

★

N. W. AYER & SON, INCORPORATED
WASHINGTON SQUARE, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO

DETROIT

LONDON, ENGLAND

GET better acquainted with **JIM RURAL**

and give him an opportunity to get acquainted with you.

HATS off to Erwin, Wasey & Co. for that masterful newspaper page "All right Mister! now that the headache's over, LET'S GO TO WORK!"

And what they said about Jim Rural who "out on his place in Indiana, is figuring on a new corn crib and on tiling that east-forty of good bottom land" is just plain simple truth. Jim Rural is typical of all Agropolis which means rich rural America.

Men with merchandise to sell—and the advertising agents who help to sell it—can find a ready and responsive market in Agropolis. Get acquainted with the 2,000,000 Jim Rurals and their wives and children, who subscribe to Standard Farm Papers. These nine non-duplicating publications are read from cover to cover in Agropolis by people who want your stuff and have the money to buy it.

*Your sales problem is national—but your dealer's is always local
The Standard Farm Papers meet both!*

The Nebraska Farmer
Wallaces' Farmer
Prairie Farmer
The Farmer-Farm, Stock & Home,
St. Paul

The Progressive Farmer
Hoard's Dairyman
Breeder's Gazette
The American Agriculturist
Pacific Rural Press

The STANDARD FARM PAPER UNIT

One order—one billing

NEW YORK—Wallace C. Richardson, Inc., Eastern Managers, 250 Park Avenue
CHICAGO—C. L. Burlingham, Western Manager, 307 North Michigan Avenue
SAN FRANCISCO—1112 Hearst Building

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PRINTERS' INK

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Registered U. S. Patent Office

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VOL. CXLIX

NEW YORK, NOVEMBER 14, 1929

No. 7

Are We Ironing Out the Business Cycle?

We Are Reducing the Violence of Business Swings But We Still Have Much to Learn

By Lewis H. Haney

Director, Bureau of Business Research, New York University

IF we take activity in production as the basis for measuring business trends, the movement in the business cycles of recent years appears to have been as follows: The decline from the peak of the cycle in 1920 to the bottom in 1921 was about 35 per cent. From the top in 1923 to the bottom in 1924, the decline was about 23 per cent. In the downward trend from 1926 to 1927 there was a decline of only about 15 per cent.

Applying the same measurements to the rising phase of the cycle, we find that from the bottom in 1921, to the top in 1923, there was an increase of about 60 per cent. From the low point in 1924 to the high point in 1926 the gain was approximately 33 per cent, while from 1927 to 1929 there was an increase of only about 25 per cent.

It is thus apparent that in each of the three business cycles since 1920, the upward and downward swings have been progressively

smaller. Apparently, one might conclude that some progress has been made toward "ironing out" the business cycle. Would such a conclusion be justified?

A TIME will come, says Dr. Haney, noted economist, when business cycles will be so moderated that crises and depressions will be considered as relics of a barbarous business age. In view of the stabilization to credit and businesses which the Federal Reserve Board's sound condition offered in the recent stock market break, Dr. Haney's point about the "various agencies working for business stabilization" seems well taken. His article is particularly timely and contains nuggets of straight thinking which will interest every business man who knows that a knowledge of the business cycle offers added opportunity to the man who goes out after the business which is always there.

Against such a conclusion may be mentioned the observation, frequently made by students of the business cycle, that it is usual for several less violent cycles to intervene between such major depressions as those of 1921, 1893, 1873, etc. Many believe that at periods of approximately eleven years we are apt to have unusually severe business recessions—perhaps on account of weather cycles connected with sun spots. Thus a good many observers will not be convinced by the increasingly moderate swings of the business cycles since 1921, but will anticipate another more severe downward swing to come within the next few years.

This point cannot be demonstrated in advance. Time alone can tell.

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We can, however, inquire briefly into the causes of business cycles, for the purpose of ascertaining whether there are any changes which enable us to deduce a conclusion as to the probable extent of future recessions.

The causes of business cycles are found partly in certain conditions that passively facilitate the working of fundamental forces. The great fundamental factor in causing business cycles is the tendency of business activity to expand under the influence of instincts that are common to mankind. Some psychologists tell us that we have instinctive desires for acquisition, for display, and for power. The science of economics is built on the assumption that men normally desire to acquire wealth. Without going into such matters, it seems that all experience justifies the conclusion that there is an innate tendency to go ahead and to try to get there first. As the poet says, "Hope springs eternal in the human breast."

The activities of society always tend to gain momentum as they develop. A majority of men tend to take chances, and we speak of "the gambling instinct." There is a strong tendency to believe that a movement upward once started will continue, and we tend to "discount" such a continuation. After a time, people always become convinced that an upward trend will continue indefinitely and tend to hold such an opinion until the trend actually changes. All this leads to "pyramiding" in one form or another. In short, an upward trend increases in momentum and tends to carry on too far.

Such an upward trend may terminate through the operation of one or more of the following developments.

1. The expansion in the different industries or branches of business may be unequal and produce strains or maladjustments that cause a breakdown.

2. The upward trend may be interrupted by external developments, such as crop failures, and the limitations of nature thus check the optimism of human nature.

3. The process of discounting the future may be overdone, resulting in over-production. Both in 1926 and in 1929, we have seen manufacturers of silk goods and automobile tires producing more than could be sold at a profit, thus forcing curtailment.

4. The limits of purchasing power may be reached. This may come about through limited bank credit or through the temporary satiation of markets. Strained credit and so-called "buyers' strikes" often appear after prolonged upward swings in business.

The operation of the upward-tending forces of human nature, as expressed in business expansion, is influenced by ignorance and sentiment. No one knows everything about business conditions, and most of us know very little. Our data are incomplete and even when they are abundant we do not know how to interpret them, which has much to do with maladjustments and over-production.

As to sentiment, we must remember that there is a strong irrational element in business plans. Buyers and sellers alike are influenced by feelings of optimism and pessimism. They obstinately "take positions" which they feel called upon to maintain through false pride. Personal interests constantly affect business decisions.

Outside of human characteristics, there are the external forces, notably weather conditions, which clearly have some periodicity and from time to time tend to favor expansion or compel business contraction.

The conditions that passively facilitate business cycles are chiefly the following:

First, the extent to which we have carried division of labor and specialization, by making each dependent upon the other, renders it more difficult to adjust production to consumption, and heightens the effect of any business disturbance by spreading it among all classes.

Second, our machine methods, involving the use of large amounts of invested capital, make it difficult to adjust and control production.

Third, our large use of credit

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A The American Rhapsody



IT WON'T be long before Ed can sound his "A" without stuttering, and slap out a tune blue enough to make your toes twitch and your eyeballs roll. Mother is a little disappointed her son didn't choose the violin, but she's glad to see him take an interest in music. He'll play the newest patterns—sinuous rhythms you could almost call primitive if they weren't so wholly of this day and age; so definitely a part of the modern American Rhapsody.

He sings of today and tomorrow. He speaks in prospect, rather than retrospect. When he *sells*, he presses hard in his family council for the acceptance of modern goods and services, whether they

pertain to his own needs and wants or those of his folks. And his family listens with respect, for they know he knows whereof he speaks.

The merged AMERICAN BOY and YOUTH'S COMPANION offers you over 700,000 readers like Ed—85% of high-school age and older. Man sized; modern minded. Whether you make saxophones or cereals, radios or refrigerators, advertise to youth in its favorite magazine, for the many extra sales which turn upon youthful favor. February forms close December 10th.

The YOUTH'S COMPANION
combined with
American Boy Founded 1927
Detroit Michigan

facilitates discounting the future, and allows production to overshoot the mark.

Our recent experience serves to emphasize the importance of finance as a factor in business cycles. In almost every case, expanding business is attended by expanding security issues, and near the peak of every business cycle there is a tendency to issue more stocks than bonds. Equities in anticipated future earnings are taken in excess of amounts justified by subsequent developments, and the process is attended by over-expansion of bank loans, particularly in the form of loans to brokers and dealers in securities. That part of the business world which is engaged in purely financial operations goes ahead too fast. Stocks are issued to sell. They are salable at such low yields that corporation managements cannot resist the temptation to secure capital which is not required for productive purposes. The whole process results in strained credit and high money rates.

So important are credit and money in our business mechanism, such developments have a decided and distinct significance. *It does not seem that we can ever control or iron out business cycles unless we can control or iron out stock market cycles. And it does not seem that we can ever do this unless we can control the expansion and contraction of credit.*

There is such a thing as speculative credit as distinct from business credit. But there are no airtight compartments for the two. Just as the Federal Reserve Board has found out that brokers' loans and commercial loans affect the common source of credit, so stock speculation and business are intertwined. To a large extent the same men are engaged in both. What benefits or injures them in one capacity, benefits or injures them in the other.

Such being the causal and facilitating conditions that give rise to business cycles, let us inquire what has been done and what may be done to moderate the working of these conditions. Obviously we

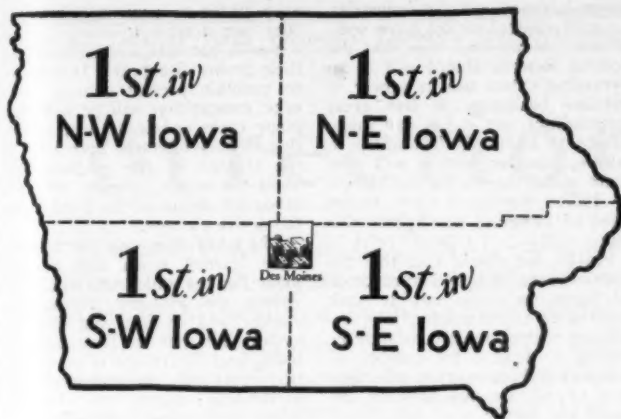
cannot hope to iron out business cycles in any other way than through control over the conditions that cause business to expand and contract.

Tending to moderate both forces of expansion and the development of conditions that bring contraction, is the increased amount of information, both as to the facts and the interpretation of the facts. The world has never seen such a mass of statistical data bearing on the current trend of business as has been developed in this country during the last few years since the war. We are in a better position to know what should be produced and how much of it than we have ever been before. Only a failure to use this information, or to interpret it correctly, can prevent a moderation of those excesses in business expansion which are so largely responsible for business cycles.

Association of business men for the purpose of intelligent control over the development of particular industries has made much progress. Each successive decline in the business cycle forces individual business men into a realization of their interdependence and common interests, and the spread of effective co-operation through various forms of trade association must eventually result in a greater measure of stabilization in business.

The great progress made in "integration" is an important factor in offsetting the extent to which division of labor and machine methods facilitate the over-expansion of business. If every manufacturer produced his own raw materials and marketed his finished products, a long step would be taken toward facilitating the stabilization of business. In much the same way, too, the "diversification" of the activities of business units is tending to diminish the dependence of those units upon single markets. As tire manufacturers enter the rubber footwear industry and railway car and locomotive manufacturers take on the production of other products, they become less subject to the vicissitudes that occur in the

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The Des Moines Register and Tribune

*has the largest circulation
of any daily newspaper
in Northwestern Iowa
in Northeastern Iowa
in Southwestern Iowa
in Southeastern Iowa*

Circulation exceeds 230,000 daily

automobile and railway industries.

Credit control, as we have seen, is vital and we may hope that the Federal Reserve Board will to an increasing extent use its power to stabilize business. It has great potentialities, but it has had many lessons to learn. It is difficult to believe, however, that it will ever again make the errors that it did in 1927. Surely it has shown signs of increased intelligence this year.

Finally, we should note that the constant prosecution of research of all kinds, including notably such matters as merchandising and inventory control, must constantly be tending to reduce the number of mistakes and increase the effectiveness of adjustments between demand and supply.

Aside from the situation in finance and credit, the great trouble at the peak of the business cycle in 1929 lies in the extended capacity of our great manufacturing industries. It seems fair to say that in 1920 and 1923 we learned the dangers of commodity speculation and inflated inventories. To a large extent, the present situation is clear of excessive forward buying. But in the expansion of plant capacity, facilitated by abundant money and credit, have we not developed another condition which will require readjustment? Our production volume has become so great that it has not been necessary to place forward orders, even at the height of a business boom. We are geared to quantity methods of production, making large total profits on the basis of enormous volume at narrow profit margins per unit of output. This condition has been accompanied by the increasing predominance of the large leading companies. Those which have not been able to develop large volume have tended to fall by the wayside, which has given rise to the phrase "profitless prosperity."

Thus the danger now is this: *A small decrease in volume of production, or a small decrease in unit profit margins, will have a large effect on total profits.* Our great producers must continue to operate in large volume if they are to sell

at a profit at present prices. If they are forced to curtail, their expenses per unit will increase and their profits disappear. If they are to maintain present volume, however, competition will be severe in many cases and lead to price cutting. This dilemma seems to be the essence of the problem that faces the motor industry, with the expanded output of the Ford plants the active element.

The conclusion must be that we have learned much and adopted many devices which are tending to reduce the violence of business swings and to iron out business cycles; but that we have much to learn, and that there is no indication that the fundamental and facilitating causes of business cycles have been eliminated.

We have apparently learned the danger of inflated commodity inventories and done much to prevent them. The dangers of excessive competition are certainly better realized than ever before. We have the machinery for exercising much control over credit and have made progress in learning how to use that machinery.

But can anyone say that we have learned how to control the financial mechanism or how to prevent indigestion in the security markets? We do not even know very definitely what "brokers' loans" are.

And have we learned how to control the processes of instalment selling?

We are still of an age which is subject to the "investment trust" measles.

We must, therefore, conclude that so long as human nature is what it is, there will be business cycles and that, while business cycles may be moderated and have shown some signs of moderation, we do not yet exercise sufficiently intelligent control over the conditions and processes of business to allow us to be certain that the next year or two will not show a major business depression. But we can hope that the various agencies working for business stabilization will have sufficient effect to reduce

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Thorough Trading Area Coverage Through One Newspaper!

Correction

THE MILWAUKEE JOURNAL calls attention to an advertisement published by the other Milwaukee evening newspaper (Printers' Ink, October 31, page 77) and quotes its lineage record for the six weeks' period from September 1st to October 12th.

For this six weeks, a gain of 61,261 lines or 29% was claimed by The Wisconsin News, while the actual gain was 29,255 lines or 12%. Moreover, The Milwaukee Journal believes that any six weeks' record can neither show a trend nor offer an accurate comparison of newspapers. Here is the record of department store advertising in Milwaukee for the first ten months of 1929 and 1928—

Complete Department Store Advertising Lineage in Milwaukee Newspapers

	THE JOURNAL			Wisconsin News	Milwaukee Sentinel
	Total	Daily	Sunday		
1929 ..	3,792,157	3,086,668	705,489	1,238,229	912,942
1928 ..	3,577,549	2,924,040	653,509	1,468,654	1,130,539
	214,608	162,628	51,980	230,425	217,597
	GAIN	GAIN	GAIN	LOSS	LOSS

THE MILWAUKEE JOURNAL
FIRST BY MERIT

Read by More Than Four Out of Five Milwaukee Families!

Getting New York Distribution in Thirty Days

How the Dunhill Blade Got 3,500 Metropolitan Dealers Before Starting to Advertise

SUCCESS in obtaining distribution is based on many factors, most of which, however, lie in the preparation which is made before a product is turned over to the salesmen. For most of the battles of distribution are fought in the office and not outside.

Therefore, when a company decides to bring out a new product, there is more to it than just making and handing it over to the sales staff. It is first wise to plan a thorough study not only of the field to which it is going, but also of the product itself and the standing of the company making the product. If this is properly done then enough talking points may be discovered during that study to make the problem of distribution easier.

Realizing the value of such research, Alfred Dunhill of London, Inc., smoking equipment and tobacco manufacturer, spent many months in studying the razor blade business after deciding to bring out a new safety razor blade. The decision was reached as the result of many years belief that there was a market for a safety razor blade entirely different from anything now made. The result of this care and preparation before approaching the dealer was that the company was able to sign up 3,500 metropolitan dealers in a period of thirty days before a single advertisement appeared.

When the decision to make the razor blade was finally reached, the Dunhill company decided to start at the bottom. This necessitated finding a superior steel. After many experiments with over twenty-five new formulas it was satisfied that it had hit upon the steel it wished, a steel called Swede-

chrome, which would enable the company to give the new razor blade the various qualities desired.

The next step was to find out what technical points were necessary to give the razor blade the cutting qualities desired. About ten were found after exhaustive experiments and were carefully listed for future use in selling. When the experimental steps in production were finally perfected, a list of advantages of the new blade was prepared.

But only half the work was done, because the

question of marketing the blade still loomed ahead. And here the ability to sense the usefulness of what the production and research departments had provided came into importance. What points about the new blade should be featured? Should it be brought out under the Dunhill name or under another, and where should distribution start?

From the list of selling points, four main ones were picked, all more or less of a technical nature,

Hollow Ground



—made possible by its extra thickness—

The revolutionary Dunhill Blade is constructed now makes possible greater hollow-ground edges to a safety razor blade. This is due to the extra thickness of its newly discovered Swede-Chrome steel—a thickness that is 2½ times that of a regular blade! And so you will find that the Dunhill Blade is not only much stronger, but will far exceed any other safety razor blade you have ever used! Alfred Dunhill of London suggests that you try a packet tonight—and experience a new shaving luxury tomorrow morning!

DUNHILL RAZOR CO.,
11 E. 44th Street, N. Y. C.

A subsidiary of Dunhill International

"Less strokes to the shave"
"More shaves to the blade"

DUNHILL The new BLADE

MADE TO FIT GILLETTE RAZORS

How the New Dunhill Blade Was Introduced to the New York Market in Newspaper Advertising



One Packet
3 Blades
\$2.50

A worthy companion to the famous Dunhill Pipe and the equally famous Dunhill Lighters.

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Detroit Leads U. S. In Store Gains



Show 16 Per Cent Increase Over First 9 Months of 1928

The business of Detroit Department Stores during the first nine months of the year increased 16.7 per cent over the same period of 1928, an increase nearly double that in any other large city in the United States, according to the report of the Federal Reserve Board. This is an indication of the greater buying power of America's fourth city and its responsiveness to advertising in The Detroit News, the home newspaper. The Detroit News regularly carries two-thirds of all department store advertising published in Detroit, for advertisers realize the superior productivity of the newspaper that reaches four out of five Detroit homes taking any English newspaper.

The Detroit News

THE HOME NEWSPAPER

New York Office

Chicago Office

I. A. KLEIN, 50 E. 42nd st.

J. E. LUTZ, 180 N. Michigan

namely: the name of the new steel, two and one-half times thicker, hollow-ground edges and concave centers. These were believed to be the best selling points because they assured the consumer that Dunhill had spent considerable time and research in making the blade. And then, as a final tie-up, to show the customer what he got from the new blade, the heading—"Less strokes to the shave, more shaves to the blade"—was used to sell the economy and benefits to be derived from using the blade.

The problem of finding a name was solved by using "Dunhill" and organizing a separate corporation to make the blade. This was done because of the identity which the Dunhill name had with quality products and the fact that the razor blades would be sold through the same dealers who distributed other Dunhill products.

Choosing a Market

And, finally, it was decided to try the most competitive market of all, New York, a market which also would be the most apt to welcome a new product. The task of distribution was therefore entrusted to a separate corps of twenty salesmen who were carefully instructed about the new blade and then sent out with copies of the advertising.

The advertising campaign was planned to run in six newspapers for seven weeks. Full pages were used to introduce the new blade. Later the copy was reduced to half pages and then to two column, nine-inch space. Each advertisement featured a picture of the blade and the package in which it came, together with all the four points which had been discovered during the research period with a fifth added; that the blade was non-crackable.

The second half of the campaign will start in the early spring and will run for forty weeks. Half pages and 1,000-line copy will be used with smaller space making an average of about 600 line copy.

Similar campaigns will soon be run in Philadelphia and Chicago, preceded by the same sort of distribution drive.

Dyer and Olson & Enzinger Agencies Consolidate

The George L. Dyer Company, New York and Chicago, and Olson & Enzinger, Inc., Milwaukee and New York, have consolidated and formed the Dyer-Enzinger Company, Inc.

The new corporation, it is announced by J. W. Lee, Jr., president of the Dyer agency, will maintain producing and service organizations in New York, Chicago and Milwaukee, with an affiliated office at New Orleans.

The new agency, in its formation, has added new departments, including radio, industrial and publicity, and its staff will be increased with the addition of personnel to direct these activities.

The Dyer agency was established in 1902 by the late George L. Dyer. Olson & Enzinger was founded in 1919.

A prominent figure in the merger is Ben Nash, who has been conducting his own business as a merchandising and advertising counsellor at New York.

The officers of Dyer-Enzinger, Inc., will be: Chairman and managing director, George Enzinger; president, Mr. Nash; first vice-president, J. W. Lee, Jr.; vice-president and treasurer, W. G. Van Schmus; vice-presidents, F. M. Morrison, Lewis B. Kaufman and C. F. Bennett, and secretary, E. W. Federer.

G. J. Hallam to Direct DeForest Radio Sales

G. J. Hallam, for the last three years assistant merchandise manager of the home furnishing division of the Associated Merchandising Corporation, has resigned to become general sales manager of the DeForest Radio Company, Jersey City, N. J. This appointment is effective December 1.

Joseph H. Schoenberg, manager of the Chicago office of the Associated Merchandising Corporation, has been appointed to succeed Mr. Hallam in the home furnishing division.

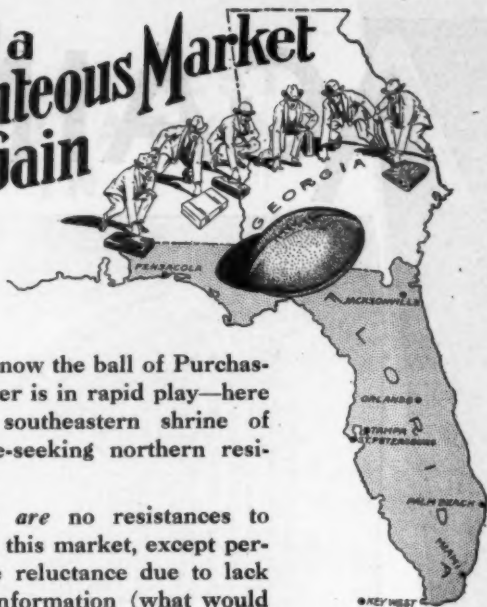
General Motors Advances D. R. Erwin

David R. Erwin, assistant director of advertising of the Cadillac Motor Car Company, Detroit, for nearly four years, has been assigned to the General Motors Export Corporation, assuming the duties on January 1, of acting advertising manager at New York. He will be succeeded at the Cadillac Motor Car Company by Thomas F. Campbell, who has been with the sales promotion department for the last two years.

Nova Scotia Plans Larger Campaign

The Government of Nova Scotia has increased its advertising appropriation for 1930. Boston, New York, Philadelphia and Washington, D. C., newspapers will be used, beginning in May, to feature the tourist advantages of the province during the summer and fall.

and a Bounteous Market to Gain



Right now the ball of Purchasing Power is in rapid play—here in the southeastern shrine of sunshine-seeking northern residents.

There *are* no resistances to entering this market, except perhaps the reluctance due to lack of full information (what would you like to know?).

Winter visitors literally flow into Florida these days; the vegetable acres and fruit groves are yielding rich returns. Yes, "All's right with the world," in Florida.

Start your advertising schedule as soon as possible and ride the crest of a state-wide enthusiasm as population doubles. Seven days a week available in the state-wide newspaper:

The Florida Times-Union JACKSONVILLE, FLA.

A. B. C. Publisher's Statement, March 31, 1929, 50,707 Daily, 63,028 Sunday

Represented Nationally by

REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

AGAIN •



Advertising Representatives:

NEW YORK
J. B. Woodward
110 E. 42d St.

DETROIT
Joseph R. Scolaro
3-241 General Motors Bldg.

SAN FRANCISCO
C. Geo. Krogness
303 Crocker 1st Nat. Bank Bldg.

ATLANTA
A. D. Grant
711-712 Glenn Bldg.

*Member of The 100,000
Group of American Cities*

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THE LARGEST CIRCULATION IN CHICAGO DAILY NEWS HISTORY

September broke the record . . . October,
1928!

The Chicago Daily News September circulation was 46,422 greater than the figure for that month last year.

The October circulation of 459,511 exceeded by 40,900 the October circulation for 1928 and was the highest October in the history of The Chicago Daily News.

These 459,511 copies of The Daily News read by an average of over four persons per copy, represents an actual reader circulation of approximately 1,800,000.

The quality of this circulation may be judged from an inspection of The Daily News itself—and from its advertising leadership on every day it is published.

THE CHICAGO DAILY NEWS

CHICAGO'S HOME NEWSPAPER

—small ads tell a BIG story

Know which paper carries the Classified ads, and you'll know the newspaper that possesses that first and fundamental attribute of an effective advertising medium . . . reader interest and responsiveness.

For the first 10 months of 1929, The Indianapolis News, in 6 issues a week, carried 13,998 MORE individual classified ads than appeared in the combined 13 issues of both other papers.

Here is more evidence that, in this inviting central Indiana market,

The News . . . ALONE . . . Does The Job!



The INDIANAPOLIS NEWS

Sells The Indianapolis Radius
DON BRIDGE, Advertising Director

New York
DAN A. CARROLL
110 East 42nd St.

Chicago:
J. E. LUTZ
Lake Michigan Bldg.

**P. S. Indianapolis has a transient
population of nearly 25,000 daily.**

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When the Nationally Known Building Product Is Used for Bait

How the American Radiator Company Is Meeting the Problem of the "Jerry Builder"

Based on an Interview by Charles G. Muller with

M. J. Beirn

Vice-President and General Manager Sales, American Radiator Company

WHEN a speculative builder takes a nationally advertised product of fine reputation, puts it into a "jerry-built" house with small regard as to whether it adequately serves the situation, then plays up its reputation as a selling point for his house, what can the manufacturer do to prevent loss of prestige when the ultimate buyer later finds the installation to be inadequate? What can be done to curb the activities of the speculative builder who is doing much harm to the reputation of building material manufacturers advertising nationally?

Because the heating systems of prominent manufacturers have come in recent years to be widely used as bait by the speculative builder, who installs a heating plant that looks well and has the best of reputations but which, in that particular instance, is not large enough to heat the entire house, PRINTERS' INK asked the American Radiator Company to outline in a general way what can be done to make certain that each of its systems installed is of a type and size calculated to furnish efficient heat.

From the situation sketched by the company's vice-president and general manager sales, M. J. Beirn, and from his clear exposition of the limitations of the manufacturer in such situations, other producers

of nationally known merchandise going into building may obtain an excellent picture of just what can and cannot be done to combat the use of high-class, advertised products as speculative building bait.

In general, the picture, according to Mr. Beirn, is this:

HOW can a manufacturer make sure that his product gives satisfaction when it becomes the property of the final user? It is usually impossible or impracticable to check up on final deliveries. It is not feasible to ask the consumer to check up the details of installation, etc., in order to make certain that what he buys will give maximum service. There are seven ways in which a manufacturer may meet this problem, according to Mr. Beirn. The American Radiator Company is using all seven of these.

"The manufacturer, in this instance the American Radiator Company, accomplishes two things in advertising. He first builds up a consumer appreciation of heat, around such factors as economy, convenience, health and so on. Secondly, he creates, through his advertising, an acceptance of his product. More than that is hard to do, and from there on the welfare of his product is largely in the hands of the

installers.

"We have thousands of installers in our field—plumbers and heating contractors. These men learn their trade through experience. In smaller communities, these men usually err on the side of safety, if they err at all, for they cannot afford to let their local reputation be injured. But in the larger cities it is different, as all manufacturers of building products know.

"Distribution in the bigger cities is largely through wholesalers to the trade. Any man legitimately engaged in the heating and plumbing business can buy direct as well

as from the wholesalers. So the manufacturer loses control over his product as soon as it leaves the factory. Take this case for example:

"Let us say that Brown is a heating contractor on Long Island. A jerry builder is putting up twenty-five houses and gets Brown to bid on the heating. The builder calls in various sub-contractors when he is ready to begin work and tells them prices must be trimmed. He says the paper can be left off the roof to save \$75. He asks the plumber to omit quality seats and put in painted white toilet seats. Then he asks Brown if 400 feet of radiation isn't too liberal.

"It's safe," answers Brown.

"Well, take off one loop on each radiator, anyway," says the jerry builder.

"That would be all right, but not in zero weather," explains Brown.

"We don't have zero weather often," returns the builder, "and we can cut the boiler size, too."

"Now the American Radiator Company knows nothing whatever of this project. The heating contractor, against his best judgment, is forced to try and get his supplies to meet the builder's price. He goes to his jobber and finds the cost is so much. Then he shops around until somewhere he finds what he can get at the price allowed him by the builder. And when the final installation is made, the manufacturer knows nothing about it, the jobber knows as little, and the heating contractor—to protect himself—has omitted the plumbing and heating guarantee clause in the building contract. Since the jerry builder is not going to live in the house, he does not care whether the heating job keeps the house warm in zero weather after the home-owner takes possession. There is no assurance anywhere along the line that the ultimate user of the heating plant will get satisfaction.

"This, of course, is the extreme situation. But consider another example:

"A contractor sends us an order

for heating equipment. We fill it, but we cannot check to see that the size of his boiler is right and that he is planning to use enough feet of radiation. As a matter of fact, he may have a good size boiler with balanced radiation, yet he may plan to use the wrong sized piping or install it incorrectly. The chimney design may be off, and without the proper 'lung' for the boiler the householder will not have heating satisfaction.

"We have advertised chimney sizes, for instance, and have sent data to the trade on all these heating factors, yet we cannot be sure our information will be followed. Nor do we know that once proper heating is installed the home-owner will not add an incinerator to his equipment, use the same chimney, and unbalance everything again.

Consumer May Misuse the Product

"Or suppose the heating contractor has made a satisfactory layout in accordance with standard practice. After the house is sold, the buyer may take out a door between rooms or open the stairway, and so disrupt all the carefully made plans. Or, after we have rated the boiler on a basis of 12,500 B.T.U.'s per pound of anthracite coal, the householder buys bituminous coal whose heat value is 7,500 B.T.U.'s per pound. He has cut his fuel content nearly 50 per cent, and the finest boiler will not work 100 per cent if the fuel is not in keeping. Too, the servant girl fires the boiler much more carelessly than does the owner, and in addition there are many factors such as dirt in flues and airbound radiators that the manufacturer cannot possibly control."

This, then, is the picture of the problems the manufacturer of nationally known building products has to overcome in delivering satisfaction to the ultimate consumer. What, exactly, can he do to overcome them?

"Much effort to legislate the jerry builder out of the picture has been made by manufacturers," says Mr. Beirn, "chiefly by working wholeheartedly with the good builder. If the first-class builder

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comes to us and wants heating information, what we have available is freely made his. First of all we will give him all possible data. Then we will send our engineers out to the job to study his needs. Thirdly, we will check over his final layout from a radiation distribution standpoint, usually doing this at the request of the heating contractor and the builder.

"Certainly this does not have any great effect on the jerry builder who can buy what he wants from twenty-five manufacturers and fifty wholesalers whose business is so competitive that they are not likely to check back on each sale. Once the merchandise is sold at a price, responsibility for manufacturer and distributor ends. That is only natural, for any legitimate contractor can drive up to the back door of a wholesaler, buy and pay for several Arco boilers, and drive away, to use those boilers perhaps for new jobs, perhaps for replacement, perhaps for his showroom or perhaps for speculative jobs where the boilers will be connected to pipes never intended for such boilers.

"Simply, the manufacturer cannot admit that he has any responsibility other than the responsibility of having his product become the property of satisfied users."

Brought down to simplest terms, then, the experience of the American Radiator Company is that the producer of nationally advertised building products cannot immediately overcome the speculative influence nor maintain strict control over the final disposition of every one of his pieces of merchandise. It is difficult enough to maintain control even where the manufacturer makes the installation himself, and it is at the present impossible where installation passes entirely out of his hands. However, he can attack the problem from another angle.

"Because it is a physical and practical impossibility for the manufacturer to check up on final deliveries of such a product as ours and to prevent jerry builders buying and misusing his goods, we must look for some other way to see that the product gives satisfac-

tion when it becomes the property of the final user," says Mr. Beirn.

"How about advertising to tell the public to check up on all details of their heating? That is not practical, because the installers will not admit that the manufacturer has any right to give engineering advice on a product which he only manufactures but does not install. This precludes advertising of such a nature, for contractors in general would very seriously object and we could not afford to jeopardize sales.

"How, then, about a more closely knit merchandising plan? Well, even assuming that the American Radiator Company could find a means to prevent sales to jerry builders and could follow up installations, even then misuse could not be stopped. Because there still would remain a considerable volume of sales available, and unscrupulous manufacturers would get into the business of producing heating equipment to sell to builders of the speculative type. Our product would receive a hard knocking, and the jerry builder would merely buy poorer equipment than he buys under present conditions.

Seven Ways of Meeting the Problem

"So we have left—as a practical means for solving our problem—to attack conditions positively instead of negatively. Some seven possibilities are at hand and progressive manufacturers in general are employing all seven.

"1. We make our product right, so that under proper conditions it will give the satisfaction which our reputation leads users to expect.

"2. We distribute through legitimate jobbing houses.

"3. We sell direct only through recognized channels, established after years of practice, being particular in selecting these outlets and not taking on every possible one that offers.

"4. We offer all our knowledge and experience as manufacturers and engineers to builders, architects, heating contractors and consumers who want help in their heating problems. If the consumer

comes to us, for example, with four heating bids that show \$300 difference, we seek to explain the varying elements entering into a complete estimate to the extent that the cheapest may be the most expensive if all the elements are not carefully considered and compared to the price submitted.

"5. We encourage every effort toward better building conditions. For example, local contractors' associations are coming into existence over the country to guarantee the heating plants put in by members. Whatever we can do to aid such groups in improving their community's conditions, we do.

"6. We encourage good builders to build still better homes. Literally thousands of good builders take advantage of the help we can give them in advising them on heating equipment, and we have spent hundreds of thousands of dollars to check up jobs where we had no responsibility, our aim being solely to insure satisfaction to ultimate owners of our equipment.

"7. Lastly, we advertise in such a way as to educate the consumer to demand good heating.

"We are neither pessimistic nor optimistic about what we can do to insure the ultimate user of our product getting the satisfaction which we build into it at the factory. Not having contractual relations with the ultimate consumer, we cannot force ultimate users to do what we think best to assure their satisfaction.

"From our long experience, the legitimate manufacturer can only hope by slowly educating consumer and trade and by making his product and services readily available to all, to mitigate the unhealthful influences in his industry. For as long as people will buy poorly, unscrupulous others will sell poorly to them. Accessibility of good product and help will minimize the susceptibility to poor products."

Edward Sandback, Art Director, Florida Agency

Edward Sandback, who formerly conducted his own art studio at New York and Los Angeles, has been appointed art director of Loomis, Bevis & Hall, Inc., Jacksonville advertising agency.

Macaroni Association Appoints Millis Agency

The National Macaroni Manufacturers Association, with headquarters at Braidwood, Ill., has appointed the Millis Advertising Company, Indianapolis, to handle its four-year advertising and merchandising campaign. A survey to determine the industry's sales possibilities and the direction which the campaign will take will be begun at once. Mediums to be used will not be selected until after this survey has been made.

F. J. Tharinger, of Milwaukee, is president of the association. M. J. Donna, of Braidwood, is secretary.

Made Assistant General Sales Manager, Sunland Sales

I. E. Stansbury, formerly Atlanta, Ga., division manager of the Sunland Sales Co-operative Association, Fresno, Calif., sales agent for the Sun-Maid Raisin Growers of California, has been promoted to assistant general sales manager. His headquarters will be at Fresno.

R. L. Riley, formerly divisional sales manager at Los Angeles for the Sunland Sales organization, has succeeded Mr. Stansbury at Atlanta.

Harry Porter Joins Cleveland & Shaw

Harry Porter, James A. Beatty and Arthur Gaché, all formerly with the Porter-Spohn Company, Inc., New York advertising agency, have joined Cleveland & Shaw, Inc., advertising agency, also of that city. Mr. Porter becomes vice-president in charge of service, Mr. Beatty, director of research and Mr. Gaché, associate art director.

Maddux Hotels to Wily Agency

The Maddux Hotels, Inc., operating hotels in Washington, Philadelphia, Pittsburgh, Buffalo and at Orange, Va., has appointed R. D. Wily, Inc., Washington advertising agency, to direct its advertising account. Newspapers and magazines will be used.

Fokker Aircraft Appoints Erwin, Wasey

The Fokker Aircraft Corporation of America, which is an affiliation of the General Motors Corporation, has appointed Erwin, Wasey & Company, New York advertising agency, to direct its advertising account.

L. J. Herzberg Joins Gardner Agency

L. J. Herzberg has joined the St. Louis staff of the Gardner Advertising Company. He will be in charge of typography.

Behind the Campaign . . .

OUT front, in the spotlight of the printed page, your advertising copy must create consumer demand for your product.

Behind the scenes, there is an equally important task . . . that of building dealer acceptance and cooperation.

Where and how to coordinate both?

The New York Evening Journal's Merchandising Staff offers the benefit of a broad knowledge of the New York Market in connection with the sale of widely diversified products . . . to those advertisers who use America's greatest evening newspaper to dominate this market.

NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read
by more than twenty million people*

NEW YORK—9 East 40th Street

Represented Nationally by the RODNEY E. BOONE ORGANIZATION

NEW YORK—International Magazine Building

CHICAGO:	DETROIT:	PHILADELPHIA:	ROCHESTER:	BOSTON:
Hearst Building	General Motors Building	Fidelity Philadelphia Trust Building	Temple Building	5 Winthrop Square

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations

NEWSPAPER

SELLING ADVERTISING TO SELL AUTOMOBILES

TO the Boone Man who specializes in automotive advertising, the connection is important. Audits, lineage, all the old tools are in his kit—but he has in addition an appreciation of the factory sales viewpoint.

Cars Must Be Sold!

That makes a lot of difference. Chiefly it makes telling your automobile sales troubles to a Boone Man a sales clinic rather than merely an advertising pow wow. His knowledge of conditions in each of the ten great markets covered by his sixteen papers is

BASED ON

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ADVERTISING

always at your disposal. Its value to you is in proportion to your demand for it.



CALL IN THE BOONE MAN

RODNEY E. BOONE

General Manager, National Advertising

CHICAGO
Hearst Bldg.

NEW YORK CITY
International Magazine Bldg.
57th Street at 8th Avenue

DETROIT
General Motors Bldg.

BOSTON
Winthrop Square

PHILADELPHIA
Fidelity Philadelphia Trust Bldg.

ROCHESTER, N. Y.
Temple Bldg.

New York Journal
Boston American
Albany Times-Union
Rochester Journal
Syracuse Journal

Evening

Chicago American
Detroit Times
Baltimore News
Wisconsin News
Washington Times

Boston Advertiser
Albany Times-Union
Rochester American

Sunday

Detroit Times
Baltimore American
Syracuse American

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Cleaning Up the Mailing List

A Business Woman with the Soul of a Housekeeper Gives a Mailing List a Spring Cleaning

By Elizabeth Onativia

A GOOD mailing list is a matter of good housekeeping. And because there are so few good housekeepers in business and manufacturing organizations, it gets in much the same condition as the home when the wife is away. No one can expect a busy executive to clean it up, but on the other hand, a junior employee seldom has the experience or the authority to do the renovating.

And yet, this is one of that populous group of things which demand that something be done. As it is, the congestion of the mails will soon equal that of traffic on the highways, unless a certain amount of reason is introduced into circularization.

So, for the benefit of anyone who may be interested, here are some facts concerning the reformation of the mailing list of a New York firm dealing in retail investment securities. This may not seem a representative case, but as a matter of fact, the basic facts apply to any organization.

This firm was fortunate in having as a junior executive, who had nothing particular to do with the mailing list except that she wrote the news letters, a woman of enterprise with the soul of a good housekeeper. She felt that while the return of "not found" envelopes was splendid, the return in sales was not so good. Tactfully no one admits that his mailing list has any defects—she suggested that an overhauling might bring better results.

At the end of the summer during which she devoted herself to the work, the list had been revamped. She had effected a saving of \$7,000 on the yearly cost of \$60,000 for circularization, the number of returned envelopes was down to a minimum, and the coverage was yielding, as much as could be judged, a higher revenue.

Her first act was to have run off a complete set of plates from the master list. Of these 13,000 names, about 6,000 were firms which were checked separately. They constituted a publicity list, and were not intended to yield sales, directly. The remaining 7,000 names were set aside for rechecking by the salesmen.

Right there came the hardest part. The salesmen would do pretty nearly anything but sit

down and check those lists. They were salesmen, by gosh, not clerks.

However, by dint of coaxing and pleading, they were persuaded to take the matter more reasonably. Then they actually began to get interested. It developed that they had no idea why at least 20 per cent of the names were on the list, nor how they had got there.

These names were dropped.

Then all those people who had once bought a \$100 bond back in '17, and nothing since, were taken off the list. Mr. James T. Smith, Mr. J. T. Smith and Mr. James Smith, manager, at the same address, were merged into one Mr. Smith. It may have been taking a long chance, but it was done.

IT'S old stuff, but it's getting worse—so the author claims, with reference to slipshod methods of handling mailing lists. Matters are so bad, she asserts, that congestion of the mails will soon equal highway traffic congestion.

To show what may be done about it, the author tells about a business woman who applied housekeeping methods to a mailing list. As a result of her plans, she effected a saving of \$7,000 on the yearly mailing cost of \$60,000, cut the number of envelopes "returned for better address," and apparently increased the returns from each mailing.

Mrs. Hepzibah Cantalone at two addresses was reduced to the latest one. And so on.

This reduced the list another 20 per cent.

The remaining names formed the basis of the new list.

These names were checked, by telephone books, directories, and so on, and were divided into two groups, customers and prospects. These were broken up into three lists, as follows: 1, the big buyers, who were always to be circularized; 2, medium buyers, to be circularized a third of the time; 3, small buyers, who were to be circularized perhaps four times a year, with suitable issues.

This house was in the habit of sending out something on an average of twice a week, so it is obvious that the paper and printing bills were promptly and sensibly reduced.

A New Master List

To this list were now added about half as many names as had been taken off, carefully selected. The new master list was run off. Each name was marked customer or prospect, together with the name of the salesman, and some identifying information was added, so that the client's status might be known. After this came the date when the name had been put on the list, and by whom. Incidentally, after that, if salesmen swapped clients and failed to report it, the later sales were credited to the original salesman. Each salesman was given his set of cards and admonished to report changes.

That much was accomplished simply by concentration and common sense.

The out-of-town changes were more difficult. As the house in question did a national business, there were a good many names of prospects or customers in small towns, well away from any salesman's territory. These were identified through out-of-town telephone books and so on. A letter was written to them, and their names kept or dropped, according to the result.

In all cases, where a name was

not listed in any recent publication, it was taken off the list, on the principle that if a person were not a sufficiently stable citizen to be listed in *something*, he probably had no extra funds for investment.

After that, the list was checked once a year, carefully. The file clerk in charge made such daily changes as appeared. She always, and this is a simple point that is frequently ignored, checked the obituary and the real estate news daily. She often noticed changes on letterheads when filing correspondence, and noted these on the master list, informing the salesmen. In other words, once the house had been put in order, it was kept so.

Circulars were reduced to half size and the printed matter was kept comprehensive but not abstruse. This further cut the paper and printing costs. Large type was used, because, as you may know, most investors are middle-aged and like to be able to read their mail without fumbling for their glasses. Really personal letters were written once a year to each name, and as in the case of the great cleaning-up, kept or dropped according to the result.

This all seems fairly sensible. It is certainly economical. People like a few circulars, if they are intelligent, from time to time, to break the blow of Junior's request for more money for new shoes, or Aunt Martha's wail about her sciatica.

From the advertiser's standpoint there is a certain kick about sending out 30,000 announcements of, to take a sample of the morning's mail, a new laundry, a sale of stockings, a chance for a little home in the suburbs, a cheap lunch at a nice place, a cleaner and dyer, and the Encyclopedia Britannica, that hardy perennial.

The mailing of those announcements is without a doubt a red letter day in the lives of the principals, and in the lives of the girls who are glad to get a day's work as extras addressing them. It does make everyone feel important.

But it isn't good business. The cost of those circulars might well

IN the first ten months of 1929, the Chicago Evening American gained 679,819 lines of display advertising—153,950 more for the period than any other Chicago evening paper—a reflection of a circulation leadership now in its eighth year. Growing preference by advertisers is a natural corollary of Chicago's persistent preference for the Chicago Evening American.

CHICAGO
EVENING
AMERICAN
a *good* newspaper

National Representatives:

RODNEY E. BOONE ORGANIZATION

be distributed in various ways, with better results—nicer announcements to fewer people; more time in checking and less in addressing; higher wages the year round to the employee in charge of the mailing

list, to save paper and postage costs.

This is all old stuff, of course. But it's getting worse. If it goes on the men will have to get out in the kitchen and wash that pile of dishes themselves.

What Groucho Says

He Thinks an Important Agency Executive Ought to Be a Pioneer

FIRST thing you know I may pull out and start a business of my own. Oh, of course I won't, really, but sometimes I'd like to. Been getting razed for breaking house regulations and taking an account of less than fifty thou billings.

Tony Bellato ran a fruit, candy and cigar stand near my station. Used to stop in to jolly him, while I bought a package of cigarettes. Different kind of stand: snappy, clean, progressive. Somebody told Tony I was an advertising man. Surprised to see him at my front door one night.

"Please, Mr. Groucho, may I talk advertising to you?"

"Sure, Tony, come on in."

Thought it would be a lark. But what do you think? Already Tony owned six such shops in the best suburban communities, now he has sixteen. Seems he has a specialty, a delicious North Italy confection called "Zetti." He gets it manufactured, sells it in all his stores and is getting it into a lot of other stores. Had a volume of \$20,000 on it. Wanted to spend \$5,000. The stuff is really good.

I got excited. Took him on. Regular signed contract which the house can't repudiate. Bet I'll have him spending way over \$50,000 in two years. Getting more education out of this than anything I've done in ten years. It's right down to cases all the way. Every dollar we spend has got to prove its guts or it gets spanked. Sales going at a \$30,000 pace already. We'll tear the roof down if we don't gain 200 per cent this year.

Wish boss and gentlemanly treasurer would let me alone. "I know, Groucho, it's an interesting little account but you are an im-

portant executive, you haven't time for trifles. Let it drop. Come back and pick it up when your friend Tony has built up to \$100,000 or so."

Drop Tony and pick him up when he's richer! They don't know Tony. Some day he will be Mr. Antonio Bellato, candidate for Congress or something like that, but he wouldn't come around and kiss a guy who once threw him over because he had only \$5,000 to spend in advertising. Tony doesn't work that way.

If I could get ten Tonys, give all my time to them, in six or seven years I'd make more money for our house than I ever have or will.


Who is nursing the promising baby accounts? Why mostly the small agents who have to be wet nurses or starve. They are having a peach of a time, some of them, too. And remember this, if they are wide awake they are learning some very important things that some of the big boys are forgetting because they are too busy to remember.

As to the Zetti account, time will tell. Bet boss and gentlemanly treasurer will congratulate me some day for my "far-sighted vision." That's what boss will call it. Gent. Treas. will call it "intelligent profit anticipation."

"We are keyed up to established business operating on a large scale, we lose on anything else. Our pioneering days are over." So says boss today.

I say when you're too big and too solid to do any pioneering you're an easy mark for the worms that bore inside of solid, heavy bodies. Boss's answer to that is a couple of "tuts."

GROUCHO.



▶ To the man who feels ◀
that there **MUST BE** —
somewhere—a **BETTER**
printing service ▲ ▲


You are right There **IS**
a much better service than
the average Maybe
it is a lot better than you
can imagine Cer-
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to make it that
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test it out

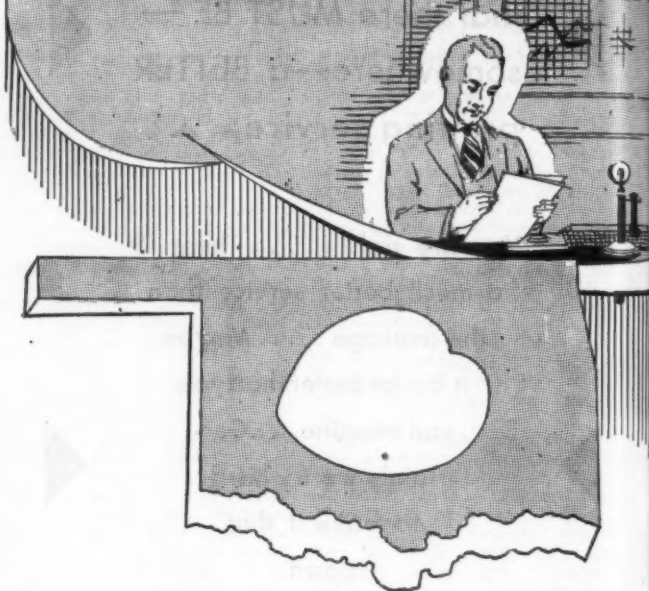
CHARLES FRANCIS PRESS

PRINTING CRAFTS BUILDING

461 EIGHTH AVENUE, NEW YORK



IF YOU'RE A HOUND *for* FIGURES



The Oklahoma City Territory, according to all standard authorities, includes 50% of the state's area; it produces 60% of an annual billion-dollar crop and oil yield; it has a spendable income of \$464,887,000; it drives 176,799 automobiles; it distributes 75% of all commodities sold in the state; it is a railroad center, served by seven main trunk lines; it is tributary to no other city; and it has one newspaper buy, the Oklahoman and Times, which covers the market thoroughly, alone and economically.

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Oklahoma City Leads all Southern Newspapers in National Advertising!

SEPTEMBER
1929
MEDIA RECORDS

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Oklahoma City... 494,900 lines
Daily Oklahoman and Times
(2,776 lines)

Albany	493,339	"
Albany	475,808	"
Albany	474,832	"
Albany	458,745	"
Albany	445,598	"
Albany	442,592	"
Albany	418,067	"
Albany	360,918	"
Albany	344,283	"
Albany	316,632	"
Albany	252,941	"
Albany	223,546	"
Albany	219,458	"
Albany	197,779	"
Albany	176,558	"
Albany	173,885	"
Albany	158,446	"

Records Figures,
Daily Papers)

The venerable old bug, "Leadership," has again hit Oklahoma City and its daily newspapers. Sixty-four American cities trailed us in National Advertising during September just passed. Out of the 17 remaining cities, all but one are over the half-million mark in population. This against Oklahoma City's official figure of 182,473. The Daily Oklahoman and Times carried the load of National Advertising placed in Oklahoma City—a load that weighed 79.3%. This heavy percentage and this leadership mean just one thing to us—that advertisers recognize the Oklahoma City 68-mile, million-person market for what it is: the largest market in Oklahoma and west to the Pacific; an area that buys clothing, radios, drugs and sundries, food, hosiery and the other commodities in quantities that make the sales line swing joyfully upward; an area where maximum results are obtained at one low advertising cost.

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

THE OKLAHOMA PUBLISHING COMPANY
— THE OKLAHOMA FARMER STOCKMAN — WKY —

New York Chicago Detroit E. Kant Special Advertising Agency Atlantic Kansas City San Francisco
Dallas

SINCE 1921 the number of families in the local Detroit trading area has increased 47%.



WITHIN the same period the local circulation of The Detroit Free Press shows an increase in the weekday issues of 82%—the Sunday Free Press an increase of 66%.



AS we have before remarked, the rate of growth of this newspaper keeps considerably ahead of the rate of growth of the community it serves.

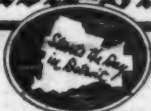
All of which should be suggestive of a newspaper policy in alignment with the ideas and ideals of the people of the Fourth Market.



YOUR advertising in The Detroit Free Press will keep pace with Detroit's growth and share in its prosperity.

The Detroit Free Press

FERREE &
National



CONKLIN, INC.
Representatives

New York

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Grocery Product Advertisers Study Distribution

Twenty-first Annual Convention a Research Laboratory—Plan to Cut Costs—Emphasize Consumer Advertising

By Roy Dickinson

AMONG the membership of the Associated Grocery Manufacturers of America, Inc., are executives from companies producing such specialties as the Beech-Nut Products, Cream of Wheat, Beardsley's Codfish, Shredded Wheat, Quaker Oats, Knox Gelatine, Parson's Ammonia, Underwood's Devilled Ham and more than 200 others and executives also from such great merged food companies as General Foods, Standard Brands and others.

At their twenty-first annual convention, held last week at Washington, it was only natural that a great many questions of close interest to advertisers in all lines were discussed. The 230 member companies of the association all deal in some form with advertising. Many of them are among the largest national advertisers in the country. The total advertising of the individual members is said to run above \$100,000,000 a year. These manufacturers of grocery products have had to deal with unusual factors in distribution during the last few years. And the way they discussed them at their annual convention led one of the officers to describe it as a research laboratory rather than a convention in the usual sense of the word.

These nationally advertising grocery manufacturers have a way in their convention of getting down to brass tacks and cutting out some of the generalities which so often mar conventions. They are very conscious that the consumer is their court of last resort; that the consumer doesn't know what the word distribution means but does know how, where and why she buys merchandise which she has come to believe in through consistent advertising.

After the annual closed execu-

tive session held all day Tuesday, November 5, at which executives swapped experiences and told about some of the unique and unusual experiments which are being tried, the general session was called to order by president H. R. Drackett, manufacturer of Drano and other advertised products, on Wednesday in an address which pointed out the public significance of the recent concentration in distribution. He struck the keynote in his opening address when he pointed out that the purchasing agent, the housewife of America, is the one most vitally affected by anything the grocery manufacturers does and that her point of view should be kept foremost. The association wanted to secure the underlying facts of distribution plus constructive criticism from outsiders as well as men within the association. "Almost all industries," he said, "are lacking in fact and information upon which to interpret movements and trends which have a public significance."

He referred, as did several later speakers, to the Louisville Grocery Survey made by the U. S. Department of Commerce which brought out many points of vital significance to manufacturers, wholesalers, independent grocers, chain stores and the consumer.

Charles Wesley Dunn, general counsel for the association, who followed Mr. Drackett, spoke on the legal side of mergers and co-operation. He pointed out that many retail grocers are in positions in which they should and do co-operate to meet chain store competition. Because of its legal entity, he said, the chain store business may lawfully pursue a plan of uniform store operation, but the pursuit of a similar plan by individual retail grocers may result in infringement upon the Sherman

Law. He suggested an amendment to the Sherman Act to remove its adverse effects without at the same time disturbing its prohibition against undue restraint of trade by monopoly. His amendment, as suggested, would be something to this effect: "It shall be lawful to take any business or trade action the purpose and effect of which shall be to promote constructive competition."

Loring A. Schuler, editor of the *Ladies' Home Journal*, followed Mr. Dunn with an address on the effect of concentration in distribution upon the housewife-consumer. He pointed out that the housewife remains loyal year after year, generation after generation, to those manufacturers who have not allowed consumers to forget what they make and the service their product can render. The consumer is interested in quality, price and service and "just as good" doesn't go any more. He pointed out that the retail buyer likes to deal with a personality and suggested that manufacturers do not forget this fact in their advertising. He made the direct statement that the consumer is the final judge of any new system of distribution and upon her good-will it must rise or fall.

With a strong plea for continuous advertising, he showed that many a housewife thinks that the product is the same today because it is in the same container and carton. He urged manufacturers to tell the consumer about changes and improvements of raw materials and formulas. The retail grocer cannot be expected to pass such information on to the con-

sumer and it is up to the manufacturer to tell the housewife. She has confidence in the manufacturer. It is up to the manufacturer to take her into his confidence in his advertising copy. The country is no longer afraid of mere bigness. Every consumer is interested in more accurate buying information and if the big company serves her she will continue to buy, but the

consumer, once lost, is three times as hard to get back. "In your advertising message," he said, "bring to the housewife the news and information she is looking for. Where and how she buys is secondary to what you sell her and how you tell her of it."

On Wednesday evening the grocery manufacturers did a most unusual thing. They had invited several college professors to come to the convention and make constructive criticisms on the manufacturers' methods of distribution and to make "scientific guesses" on what might happen in the future. The president of the associa-

tion told the professors, as he introduced them, that the manufacturers wanted to face the facts and to secure an outside viewpoint on their problems. The meeting was held in the form of an open forum under the chairmanship of Dr. Melvin T. Copeland, professor of marketing of the Graduate School of Business Administration, Harvard University.

The professors who spoke, in the order named, were: Prof. C. E. Griffin, University of Michigan; Prof. W. C. Weidler, dean of the College of Commerce and Business Administration, Ohio State University; Prof. H. W. Hess, Uni-

THERE were rumors after the convention of grocery product advertisers that the new warehousing plan might lead to direct selling from manufacturers to retailers.

George D. Olds, Jr., newly elected president of the association, said that such rumors were without foundation, since the association is not organized to enter the field of marketing. "Selling direct to retail trade would handicap the success of the entire plan," Mr. Olds said. "The plan contemplates extensive benefits to wholesale buyers by providing them with grocery terminals as convenient centralized sources of supply for the merchandise they choose to put into their stocks. The introduction of the retailer into this system would involve some of the very complications which the plan is designed to avoid."



You have already been told how The Morning World is second in concentration of total circulation in the 21 "ultra-income" districts of New York City. For many products there is a broader interpretation of quality, so that...

If your product falls into the "quality" group which appeals to the market providing the bulk of quality charge account business in New York City, then you are interested in reaching the 40 districts which produce 95% of the charge account customers for the seven leading Fifth Avenue department stores and specialty shops. ✨ Every advertising dollar you expend in New York must buy as much coverage in these 40 districts as any medium can provide. Almost half The Morning World's circulation is concentrated in these districts. This is the highest concentration among all morning newspapers. And The Morning World, among all morning newspapers, will direct the greatest proportion of your New York advertising budget into productive channels.

The New York World

MORNING AND SUNDAY

Pulitzer Building
New York

Tribune Tower
Chicago

General Motors Bldg.
Detroit

Another chapter in the
new history of The World



versity of Pennsylvania, and Prof. Ray Westerfield, Yale University.

All of the professors warned against the too great concentration of distribution. Mergers among manufacturers of food products were discussed by these professors with regard to distribution costs, quality of merchandise, retail prices and service to the consumer. All of them agreed that there are grave dangers in the concentration movement and that the compact, independent organization of moderate size is likely to prove more adaptable to the sudden business shifts and changes in consumer buying habits which continually take place. The big merger was likened to a Juggernaut which couldn't turn quickly.

Dean Griffin, after tracing the history of mergers and pointing out the troubles which ensued from some of the mergers of the 1900 period, traced the modern history of mergers in their branding and advertising significance, with the retaliation offered by private brands of chain stores and the wholesalers.

It was interesting to have this professor make the point before many men who had merged or were contemplating merging that if two little-known businesses merged they may possibly economize in advertising. But that when concerns which owe their prestige to continuous advertising merge, it is very unwise to try and economize in the motive power which made the properties valuable.

Professor Copeland, in commenting upon this, said that many concerns were frequently bought at exorbitant prices during the course of a merger movement and that the investors in some of them might find that they had paid too much. The very much argued question as to whether one salesman could give sufficient attention to more than three or four products was brought up from the floor.

Professor Hess pointed out that the food product sells in a buyer's market in which the consumer might accept a certain product for a period and suddenly reject it in an unaccountable manner. He also brought out the point that the larger the food mergers grow, the

more insistent will be the pressure for consumer acceptance of particular products. "Unless some distinct economies can be effected, the big merger will probably be less effective than the constituent companies were before they were merged."

Professor Hess made it clear that the consumer was the final judge and that in a period when the country is passing from a debit to a surplus of goods, the problem is to get the consumer to consume and that brand acceptance is more necessary than ever before if big mergers are to go ahead.

Professor Weidler, too, pointed out that large enterprise carried a larger overhead because of the necessity for more adequate planning and supervising, and that in some cases mere big size might prove a distinct disadvantage.

Professor Westerfield of Yale pointed out that price and quality have no meaning unless taken together; that quality has no economic significance except as associated with price per unit. "Competition itself is no guarantee of service," he said, and again stressed the point that many a big food merger might prove to be too large to be mobile and thus to meet changed buying habits. A smaller business would always be more agile, he thought, but mergers might, in the long run, help to eradicate bad selling methods and bad ethics. If they are a means of doing this, they will meet with consumer acceptance.

It was somewhat surprising to most of the people in the audience to discover that all of the professors placed so great an emphasis upon consumer acceptance. A fair inference from their talks and the discussion which followed from the floor was that advertising offers today, as it always has, a real opportunity for the man who wants to start a new business, inasmuch as consumer habits change quickly and the small man is able to change more quickly with them than the giant merged company.

Paul T. Cherington, of the J. Walter Thompson Company, speaking from the floor, pointed out that we are too likely to confuse the



Full Stock Market Reports With Close For The Same Day In The Grand Rapids (Michigan) Press

In Grand Rapids, The Press has always been the most popular newspaper, being read in 99 per cent of all homes. Today thru the addition of full market reports showing sales, high, low and closing prices of all New York and Chicago Stock Exchange transactions it is even more in demand.

Financial men read The Press first in Grand Rapids because it brings them complete market news the same day. Your advertising in The Grand Rapids Press will be given full coverage of a prosperous market—the largest per capita circulation of any newspaper in America.

Net Paid Circulation as Reported to A. B. C. for Six Months Ending Sept. 30, 1929

90,076

THE GRAND RAPIDS PRESS

Grand Rapids, Michigan

One of The 8 Booth Newspapers

I. A. KLEIN, Eastern Representative
50 East 42nd St., New York

J. E. LUTZ, Western Representative
180 North Michigan Ave., Chicago

FEATURES THAT MAKE THE SUN PRO D

Woman



THE DISCRIMINATING NEW YORK WOMAN reads the Woman's Page of The Sun because it so completely covers all her interests. She finds there, every day, timely information and interesting, helpful features on a wide variety of subjects.

She finds aid in solving her home problems through articles written by experts on food, furniture, gardening and other matters which contribute to the appearance of the home and the health and comfort of the family.

She likes the illustrated fashion dispatches from Paris because she knows they are authentic. She relies on them

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The New

SUN PRODUCTIVE FOR ADVERTISERS

for up-to-the-minute news on the style trends. She depends on them to help her decide what to wear to be well-dressed.

But the modern woman has widened her horizon. Her activities extend to many phases of social, political and business life.

And The Sun reports all these interests with equal thoroughness — so that the woman who has chosen a business or a professional career finds information, advice and inspiration on The Sun's Woman's Page. The faithfulness with which The Sun covers the modern woman's activities is one of the reasons why so many active, intelligent women look forward to The Sun every evening.

THE WOMAN'S PAGE IS ONE of the reasons for The Sun's strength in those classifications of advertising that appeal particularly to women. It is one of the reasons why manufacturers and merchants of Wearing Apparel, Toilet Preparations, Household Goods, Food, Furniture and countless other commodities advertise in The Sun so extensively.


The**Sun****NEW YORK**

The Newspaper of Distinction in its Readers, its News and its Advertising

CHINTZ-CHASING AND PERIOD FURNITURE

In the good old gaslight days, father bought furniture only twice in his lifetime—once when he got married, and once when he got rich.

Father was the world's greatest authority on the oaken buffets and the hair-covered sofas.

But in these modern times of color even in the kitchen, father in the more than a million Sunday New York American families confines his buying to important things such as neckties, golf clubs and luncheons. Mother buys the family furniture and furnishings—chases and captures the latest chintzes. And she's the Universe's expert on antiques and period furniture.

Furthermore, the mothers in these more than a million Sunday American families have found that there is no law against scrapping old furniture just as often as tastes change and pocketbooks grow.

According to the Millis Survey of 1928, the per family purchase of furniture is \$53 per year. To furniture manufacturers and retailers, the more than a million Sunday New York American families offer a \$64,130,000 Sales opportunity. Which indicates why the Sunday American carries almost exactly as much advertising as the other three standard size survey papers combined.

New York American

"A Better Newspaper"

PAUL BLOCK, INC.

National Advertising Representative

New York
Boston

Philadelphia
Chicago

Detroit
San Francisco

machine with its driving power. Self-interest makes any business go, was his point.

O. Frederick Rost, director of the survey of distribution of the McGraw-Hill Publishing Company, caused somewhat of a sensation when he suggested that the chain store had reached its peak and that although a certain large chain store had added scores of items which it never used to carry, it was earning 12 per cent less per store than it did previously. "The chain as a distributing factor has reached its peak," he said.

During the executive session held after lunch, while the sales managers were in another room discussing detailed problems of selling, H. R. Drackett, president of the association, brought up the discussion of the grocery terminal movement. The 230 member companies of the association are expected to participate jointly in what has been termed "the most progressive step ever taken in distribution." This involves the development of joint warehouses and will be carried out by the newly established merchandising division of the association working with the executive management of the association. These grocery terminals or joint warehouses will reduce costs by doing away with much of the duplicated work necessary under present methods of warehousing by manufacturers.

One city was cited in which three railroad freight stations are located and in which twelve warehouses are maintained by grocery manufacturers. Thirty-six trucking operations are now necessary to get products from freight stations into manufacturers' storehouses. This condition, the president said, will be eliminated by concentrating shipments to manufacturers in a single terminal involving but three trucking operations.

It is said that one of these great warehouses is already being built in Cleveland, although this was a rumor which could not be verified at the meeting. A discussion of this joint warehousing suggestion was very well received by manufacturers, many of whom in private conversation pointed out that

through voluntary co-operation they would be able to secure many of the benefits of a merger without the use of the banker who so often capitalizes old businesses at too high a price for the present or the near future. This development will undoubtedly be watched with interest by many other trades which face the same problem of duplication in distribution that is faced by makers of grocery products.

The informal conversation held by sales managers in an adjoining room again took up the question whether specialty salesmen could sell more than two or three related items successfully and much discussion of a very brass tack nature was indulged in by the sales managers present. It was pointed out that keeping up distribution instead of doing a selling job was a modern method, and that the sales managers of today must differentiate between the art of selling and merely keeping distribution. It was suggested by several of the speakers that when distribution was once secured, the money now spent on so much retail selling to put more stock on jobbers' shelves might much better be spent in more advertising to the consumer. It was agreed that the sales manager's job was not fully accomplished until the goods on the shelves got into the home of the consumer and the whole tenor of the discussion was that this was a time for an increase and a very substantial increase in the amount of consumer advertising done by manufacturers.

Another point brought up in executive discussion was the necessity for more careful control of credit. It was pointed out that this is an age of credit intensification. Three-quarters of a trillion dollars in credit are now outstanding. More attention is going to be paid in the future to credit selection, including what kind of an account pays and where. It was also suggested that the fake failure was going to increase in the near future and that it was essential that salesmen act as credit scouts, and that the sales department work in much closer co-operation with the credit department than ever before, exchanging in-

formation with other concerns to eliminate the unfit and the crooks who now waste credit and get away with large sums in merchandise. When the salesman comes in with a big order from a new and unheard of jobber, wholesaler or retailer, it should be realized that this order as well as being a sale is also a potential loss.

On Thursday morning, in the general session, the speakers were: Thomas F. Branham, president, National Wholesale Grocers Association; Eugene S. Berthiaume, president, National Association of Retail Grocers; R. W. Lyons, executive secretary, National Chain Store Association; J. Frank Grimes; Willis W. Johnson, president, Food Brokers National Association; R. H. Rowe, secretary, American Wholesale Grocers Association; M. D. Miller, Lehigh Wholesale Grocery Company.

Mr. Branham explained that wholesale grocers have succeeded in reducing costs and suggested that manufacturers might make a more careful study of their costs because they might find the same opportunity for waste elimination as had wholesale and retail distributors.

Mr. Berthiaume made a unique speech full of short and snappy statements which amused and interested the audience tremendously. He pointed out that unless group strife stopped, Government regulation might become inevitable. He also emphasized the fact that mere buying power won't save the independent because buying power doesn't make a clean store or good merchandising. He stated that "low buying power" has been the great alibi of many an inefficient retailer. He, too, emphasized the importance of the Louisville survey and again stressed the importance of telling the consumer about merchandise.

Mr. Lyons, representing the chain store, touched upon the secret rebates which the chain stores are accused of securing and pointed out that it took two to effect a rebate and implied that both buyer and seller were guilty in any secret or unfair rebate.

What was considered by many

in the audience the highlight of the day was an unusual and startling speech in which J. Frank Grimes of Chicago made definite and serious charges against chain stores in their relation to American economic life. Pointing out that retail agriculture and banking were the backbone of small town industry, he said that chain stores, by striking at these, hit directly at national prosperity. He said that the voluntary chains were the coming thing in distribution, since they have all the advantages of the chain store with the added advantage of individual ownership—which is distinctly American. The Independent Grocers' Alliance is doing a business of \$520,000,000 a year today and growing all the time, he said. While chain stores were dropping off in sales and profit per store, the sales of the Independent Grocers' Alliance, as a typical voluntary chain, were making an increase over last year of close to 45 per cent, according to the speaker.

Again stressing the advertising phase of selling, he pointed out that the voluntary chain is, as a rule, a much more consistent advertiser than the chain and said that the one voluntary chain to which he referred most frequently was using 300 newspapers weekly and was about to launch a national magazine and radio campaign. It was also his contention that the voluntary chain would co-operate more whole-heartedly with the manufacturer than any chain could possibly do. Pointing out the results of such co-operation, he made the interesting statement that one voluntary chain had sold 1,600,000 pounds of a new branded coffee in one week at a sales and advertising cost of only 2 cents per pound of copper.

The chains, according to him, are constantly hammering down the prices to producers, including the farmer, and are seeking to lower wages. They represent, he charged, the only institution in the country now seeking to reduce wages, that they broke down employee morale by insisting upon too close a keeping of books without any allowance for shrinkage or waste and that it

Who Is This Smart Gentleman, Ross McIntyre?

OUT HERE in the great open-minded spaces, where even the new pint-size dollars still buy more than a million and a half meals three times a day, he is an important citizen. President of the MacMarr chain of grocery stores—of which there are some 1380—this man McIntyre and his able assistants supply breakfasts, luncheons and dinners to thousands of careful-buying housewives who insist on *value* with their vitamins!.... Mister McIntyre, too, insists on greatest value for every dollar *he* spends—and—being a purchasing agent of no little reputation—he shrewdly selects the Los Angeles Examiner as the unrivaled food advertising medium in the morning field. For example, for the first nine months of this year the MacMarr stores have advertised in The Examiner to the tune of 14,754 lines, while the second morning newspaper carried but 336 lines!.... If I wanted to be bromidic, I would say that this is *food* for thought. Being original—as, of course, I am—it just occurs to me that our good friend McIntyre, although not a columnist, is, nevertheless, a smart writer of advertising contracts. . . .

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

aimed at the destruction of individually owned businesses.

By breaking down buying power in many directions it was his claim that the chain struck at the very roots of American prosperity. He also made the very interesting suggestion that the Independent Grocers' Alliance, by a careful bookkeeping and cost accounting department, was checking manufacturers' cost and that if any producer lowers prices to below cost, he will not get the order. "Should this country be changed from a nation of proprietors to a nation of clerks?" he asked.

There was also the implied suggestion in his speech that while the voluntary chain would work with any manufacturer of nationally advertised products if a reasonable profit is made possible to the independent store, it was entirely possible that if they did not get co-operation, some of the voluntary chains might produce and sell their own branded and advertised merchandise.

Willis W. Johnson, of the National Food Brokers' Association, explained the position of the broker in distribution. R. H. Rowe also feared that Government regulation might impend unless the food industry learned to straighten out its internal problems.

M. D. Miller, of the Lehigh Wholesale Grocery Company, recited some remarkable facts and figures about the recent development of co-operatively owned wholesale grocery houses.

At the final session the following officers were elected for the coming year: President, George D. Olds, vice-president and sales manager of Hills Brothers Co., first vice-president, Charles A. Vilas, general counsel of the National Biscuit Company; second vice-president, George H. Burnett, president of Joseph Burnett Co.; third vice-president, D. F. Bull, sales manager, Cream of Wheat Company; treasurer, B. E. Snyder, sales manager of the R. B. Davis Company.

New directors: C. Francis, General Foods Corp.; M. J. Norton, Borden Co.; I. S. Goldbaum, Fels & Co.; R. L. James, Libby, Mc-

Neill & Libby; Paul S. Willis, Comet Rice Co.; J. M. Hills, Grocery Store Products, Inc.; and E. C. Gordon, Van Camp Products Co.

In a resolution, the association went on record to amend the anti-trust laws to allow action to promote constructive competition and declared that the law should be construed accordingly. It also passed a resolution recommending uniform State laws on taxation of foreign corporations, condemning double taxation of such corporations and voted to recommend an amendment of the Federal Trade Commission Act empowering the commission to prevent the use of unfair methods of competition by trade agreement and also commended the Department of Commerce for its Louisville survey, urging further constructive efforts of the same kind.

What was called by many of those attending it the most constructive and far-reaching convention held in the entire twenty-one years of its existence, was closed in the evening by an annual banquet at which the guest speaker was O. H. Cheney, vice-president of the Irving Trust Company. A portion of Mr. Cheney's speech appears elsewhere in this issue of PRINTERS' INK.

Presbrey Heads Agency Red Cross Group

Frank Presbrey, of the Frank Presbrey Company, this year will again be chairman of the advertising agency group of the American Red Cross Roll Call in New York. Paul L. Cornell, of The Paul Cornell Company, has been appointed vice-chairman.

Changes in Staff at Freeze- Vogel-Crawford

John J. Lawler has been appointed copy chief of Freeze-Vogel-Crawford, Inc., Milwaukee advertising agency. This is in addition to his duties as director of plans and service.

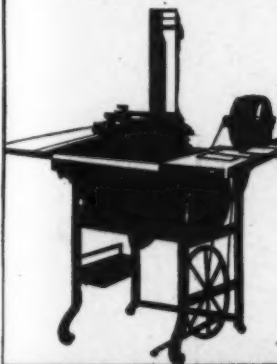
C. W. Garrison, formerly copy chief, has been made an account executive.

Cosmetic Account to Erwin, Wasey

Golden Peacock, Inc., Paris, Tenn., has appointed Erwin, Wasey & Company, Chicago, to direct the advertising for Golden Peacock Bleach Cream.

ONE OF THE 506 EXCLUSIVE ACCOUNTS

During 1928 the Addressograph profited by selling San Francisco business men through *The Examiner* exclusively. During the same period 505* other Nationally Advertised Products found the *Examiner* able alone to do their advertising jobs—to women as well as to men.



*102 Financial and Automotive Accounts, also exclusive, bring the total to 608.

Addressograph
PRINTS FROM TYPE

San Francisco *Examiner*

Monarch of the Pacific

One of the 23 Hearst Newspapers read by more than 20 Million People. Member International News Service and Universal Service. Member of Associated Press. Member of Audit Bureau of Circulations.

W. W. CHEW	A. R. BARTLETT	J. D. GALBRAITH	F. W. MACMILLAN
285 Madison Ave.	3-129 General Motors Bldg.	612 Hearst Bldg.	625 Hearst Bldg.
NEW YORK CITY	DETROIT	CHICAGO	SAN FRANCISCO

Shopping Centers



Market St., the section of great department stores doing an annual sales volume of \$180,000,000.



Chestnut Street looking west from Twelfth Street—a down-town shopping

The Evening Bulletin

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San Fran

ILA



(Left) Allegheny and Kensington Avenues—shopping streets in the Kensington district.

ere Philadelphia
s her three million
y customers

market baskets of Philadelphia's wives bulge with their sixteen dollars' worth of purchases. In compact shopping centers, million customers pour a steady stream of dollars into the tills of Philadelphia's retail merchants.

Philadelphia is the shopping place of the great home center, — a market which leads all others in the number of owners: 422,600 homes in the city with half of them owned by their owners. 150,000 homes in the suburbs.

10 families—earning regularly, constantly; giving a permanence of ability—to the sales volume here.



Market and Market Streets—a great retail sales district which serves West Philadelphia and the suburbs.

New York Office: 247 Park Ave.
Chicago Office: 333 N. Michigan Ave.
Detroit Office: 321 Lafayette Blvd.
San Francisco Office: 681 Market St.

PHILADELPHIA

A market which merits the attention of every sales manager whose immediate problem is sales.

A market where goods can be distributed efficiently . . . and advertised economically because of an exceptional newspaper condition.

One newspaper—The Evening Bulletin—is read by nearly every one—in city and suburbs, in mansion and modest home. For thirty-four years it has built circulation upon its merit as a newspaper.

Until today among 572,600 homes, The Evening Bulletin's circulation is 548,573 copies daily. More than double the circulation of any Philadelphia evening newspaper. Nearly as large as the circulation of all morning papers combined.

Investigate the Philadelphia market area, where the buying power of the individual home produces great sales volume; where the reading habits of the people simplify your advertising program.



Germantown Ave. at Cheltenham Ave.—the heart of the shopping district serving Germantown.

The Old Order Changeth

THE time is past when farmers will wait two weeks to a month for facts on important agricultural developments.

When the borer attacks his corn, the farmer wants to know right away what to do about it. When the President issues a statement bearing on agriculture, the farmer wants the full case laid before him with the least possible delay.

Such is the service he expects, and receives, in The Weekly Kansas City Star. Modern reporting methods gather the news quickly. Modern typesetting and stereotyping machinery put it in plate form. A million dollar press equipment completes the printing operation.

Eighty-five per cent of The Weekly Star's circulation is on the rural routes the next morning after The Weekly Star goes to press.

Less efficient methods of publishing are inadequate to the needs of the present-day business farmer. That is why The Weekly Star has the largest rural route circulation of all American farm weeklies, and why its total circulation exceeds 470,000 subscribers.

The Weekly Kansas City Star.

Largest Weekly Rural Route Circulation in America.

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Taming That Shrew—Fashion

How a Corset Manufacturer Prepared Long in Advance for the Corset's Present Return to Style Popularity

By Jerome Sill

Sales Promotion Manager, Royal Worcester Corset Company

DAME FASHION is a tyrannical mistress—and a fickle one. Her power is absolute for, jilt you as she may, you will await her return with open arms—and, more often than not, with empty pockets.

She left the corset industry many years ago and has just returned bearing tidings of popularity and profits never before achieved. Corsets were never "honest-to-goodness" fashion merchandise. Rather, they were one of the "unmentionables" that just had to be—and there rests a not-so-merry tale.

Fashion follows a decided cycle, so, when women forsook the fitted dress and long skirt for the loose, free dress and short skirt, they caught the corset manufacturers unawares and played havoc with the industry. The manufacturers were not awake to the new market and its requirements. As a result, their corsets for the lately deceased vogue were unacceptable to women and sales shrunk accordingly.

Many hard years followed and, in the wake of this business crisis, a new appreciation of the market was born. . . . Corsets became style merchandise.

In the merchandising field, another problem existed. The sale of corsets depended entirely upon the corsetiere in the retail establishment. Hers was to do or undo, since a woman's only requirement from such a garment was that it

fit comfortably. Brands meant nothing and prices less—if the fitter chose to sell a specific garment to a prospect, the chances were that garment would be sold. The profits from such a business were unusually high, to such an extent that, even in the lean years of the

industry, quite often, the corset department showed a greater net profit than any other in the store. Not as great, however, as it might be, but who was to know this, since if a department was successful, no spotlight of executive attention would be played upon it by the retailer?

The Royal Worcester Corset Company, one of the oldest and largest firms in the industry, foresaw the new needs of the business and prepared for a comeback.

Alertly watching Paris, the company created new merchandise and a new plan. In 1928, many women did not want a corset and would not wear one. Yet every woman realized that some sort of foundation garment was desirable for reasons of figure beauty and of health. The result of an intensive study was a line of garments that, in every conceivable way, resembled the most luxurious of silk lingerie—without bone or elastic; yet molding through the use of cleverly doubled silk. The garments were nationally advertised, to retail from \$3.50 to \$100 each, under the, registered trade-mark of "Bon

THIS season has witnessed a radical change in women's styles. The change is one that concerns manufacturers outside of the apparel industry as well as those in it. That is so for a number of reasons, not the least of which is that the present situation seems to furnish convincing proof that fashions move in definite cycles.

As everybody knows, fashion dealt the corset industry a nasty blow some years ago. Yet, here is a corset company which believes that that shrew, Dame Fashion, may be tamed. This article tells how the Royal Worcester Corset Company turned the trick.

Ton Lingerie Plastique"—not corsets, mind you, but "Lingerie Plastique."

So much for the slender woman; but how about her who needs greater support? For these women, a new Bon Ton Molding Garment was created and released to the trade each month, representing the very latest style note heard here and abroad. Truly, fashion merchandise!

Then came the problem of marketing. It was the custom, in the business to sell on a competitive basis. As far as moving the garments from the dealers' shelves was concerned, that was the retailer's problem, hardly the manufacturer's.

Royal Worcester felt differently about the subject. It introduced a merchandising idea, called the Model Stock Plan, combining the most authentic systems of retail unit control. Added to this Model Stock Plan, it announced a system of automatic reordering which, through eliminating clerical overhead, increased profits.

At the beginning of 1929, Bon Ton salesmen went to the trade with a radical idea—they ceased to sell corsets. In its place, they offered retailers a merchandising and sales promotion plan, backed up by national advertising and style authenticity. They were selling retail profits and the proposition offered to the retailer was such that it absolutely insured greater profits for the corset department through scientific operation of that department . . . and retailers have been quick to see the point!

What has all of this led to? At the Paris openings this summer, a new vogue was introduced . . . or rather an old vogue was reinstated. Paris unanimously endorsed the Princess silhouette—high-waisted, long-skirted fitted dresses that absolutely demand a corset. The style authorities went further. They insisted upon a corset that was really style-right. And Royal Worcester, with its European contacts, heard the call, was ready for it and was among the first in America to sponsor it.

America was a trifle hesitant

about abandoning its short skirts. Dress manufacturers were afraid of it, for, with their short profits and low prices, more material in a dress meant even shorter profits. Retailers outside of the fashion centers doubted if the American woman would make so radical a change overnight. A few were more optimistic. A store in an industrial city, just fifty miles from an important fashion center, took the chance. It announced its limited line of Princess dresses and was unable to cope with the demand. Another store in Boston, a few months ago, sent its bargain basement dress buyers to the New York market with absolute instructions to buy only dresses that were of the Princess silhouette. And its business has prospered.

Played Havoc with Industry

So the Princess silhouette became the most radical fashion change in a generation. It has swept the country like wildfire, without respect to age, figure or financial status. It has played havoc with every industry that has to do with women's apparel. Indeed, as one prominent retailer remarked in his advertising, the Princess silhouette means more than a new dress—it means new dresses, new coats, new suits, new corsets, new hats—yes, even new shoes and new hosiery! It says to a woman that no more can she hide indifferent figure lines beneath a loose-fitting dress; she must seek figure beauty if she is to be stylish.

The retailers have seen this golden opportunity in its true light and have taken advantage of it with corset advertising of greater volume than that item of apparel has ever enjoyed before.

What new and different advertising plans have we for 1930, in view of the new market? None—for we have anticipated this market all year, by emphasis, in our advertising, not on corsets but upon what corsets will do for the silhouette. And be this phantom silhouette what it will, still corsets will emphasize figure lines as Paris determines them . . . they are defi-



It's Read Where Figs, Dates, and Oranges Grow

Devoted exclusively to the varied crops and unique farming conditions of semi-tropical America.

It covers big farming, small farming, fruit growing, floriculture, truck gardening, poultry, livestock.

One of the popular Sunday features that make the Los Angeles Times the fastest-growing newspaper in Southern California.

Los Angeles Times

Eastern Representative: Williams, Lawrence & Crozier Co., 280 N. Michigan Bldg., Chicago. 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

nite and important components of the style ensemble.

And in our sales promotion, we stopped talking long ago about corset department increases and urged co-ordination between fashion departments, *including the corset department*. Today, this propaganda is bearing fruit, for those stores which have adopted the plan are selling a new corset with the new dress—and a new dress with the new corset—and, for their everlasting benefit, a new appreciation of that store as a style center which treats the new silhouette in the terms of the ensemble.

In our marketing plans, we were ready, too. For a year we have been sowing the seeds of scientific merchandising propaganda. Now, with the new importance of the corset department in the scheme of things, a merchandising idea, thoroughly tested, is in operation at many stores and is ready for operation at as many more as will want it.

Yes, Fashion is a fickle mistress. But the shrew may be tamed . . . to the everlasting gain of the tamer.

Made Assistant Pacific Coast Director, Doremus Agency

Richard Barrett, formerly with Erwin, Wasey & Company, New York, and previously assistant sales manager of the California Raisin Growers Association, Fresno, Calif., has been appointed assistant Pacific Coast director of Doremus & Company, advertising agency. He and Sherman K. Ellis, whose appointment as Pacific Coast director was reported last week, will divide their time between the San Francisco and Los Angeles offices of the Doremus agency.

Alfocorn Appoints Emery Agency

The Alfocorn Milling Company, St. Louis, maker of animal and poultry feeds, has appointed the Emery Advertising Company of that city, to direct its advertising account.

V. C. Woodcox, Advanced by Kelvinator

Vance C. Woodcox, for the last four years a member of the sales department of the Kelvinator Sales Corporation, Detroit, has been made domestic sales manager of the Kelvinator company.

Pacific Coast Concerns Plan National Campaigns

The Los Angeles office of Erwin, Wasey & Company is preparing the first national advertising campaign of the Schalk Chemical Company, Los Angeles, manufacturer of Double X Floor Cleaner, Hydro-Pura, a water softener, and Savabrush, a compound for retoring paint brushes. Business papers and magazines will be used.

Advertising plans for a nation-wide newspaper campaign during 1930 are also being prepared by the same agency for the Pacific Knitting Mills, Los Angeles, manufacturer of Catalina Swim Suits.

Made Eastern Manager, Package Publications

Perry H. Backstrom, formerly New England representative for *Factory and Industrial Management*, has been appointed Eastern manager of the Breskin & Charlton Publishing Corporation, New York, publisher of *Modern Packaging*, *Modern Boxmaking*, and "Packaging Catalog." His headquarters will be at New York.

T. A. Calhoun Directing Duplate Sales

T. A. Calhoun, former sales manager of the Triplex Safety Glass Company of North America, Inc., Clifton, N. J., is now with the Pittsburgh Plate Glass Company, Pittsburgh, directing the sales of Duplate, shatter-proof glass.

Miss E. M. Pierce with "Woman's Journal"

Miss Ethel May Pierce, formerly advertising manager of *The Club Woman's World*, Chicago, has been appointed Western representative, at that city, of *The Woman's Journal*, New York.

New Account to Hoyt Agency

The Saratoga State Waters Corporation, Saratoga Springs, N. Y., Saratoga Geyser and Hathorn water, has appointed the Charles W. Hoyt Company, Inc., New York advertising agency, to direct its advertising account.

Joins "United States Daily"

Allen McDonald, formerly advertising manager of the *Wall Street News*, has joined the financial advertising staff of the *United States Daily*, Washington, D. C. His headquarters will be at New York.

Fur Account to Addison Vars

Maison Simone, New York, manufacturing retailer of furs, has placed its advertising account with the New York office of Addison Vars, Inc., advertising agency.

TENNESSEE

**INDUSTRIAL vortex
of the middle south—
logical clearing house
for one of the richest,
most significant
sections of America
—41,211,000 peo-
ple reached within
500 miles.**

**There is no better way
to impress this vitally
important market
than through Packer
outdoor advertising—
an intelligent, highly
specialized service
available here, as in
fifteen other states.**

PACKER

Executive Offices:
UNION TRUST BLDG.
CLEVELAND, OHIO

Operating Office for
T E N N E S S E E
C H A T T A N O O G A

WAGE EARNERS ARE STILL RO

THERE is no place for money like the savings bank—and that's where the American Wage Earner has his money to the tune of \$28,000,000,000.

The market can be bullish or bearish but the 4½% comes in just the same.

The stock market debacle hasn't harmed the Wage Earner one iota. Savings alone substantiate this statement. There is additional evidence. The large money lending organizations in New York—National City Bank, Morris Plan, Chattel Loan Society, Provident Loan Society and others—report that loans to small borrowers on co-maker notes have not shown any increase.

The Wage Earner hasn't drawn his money from the savings bank and he hasn't borrowed any—the conclusion is self-evident.



ER FAMILIES IL PROSPEROUS

THE buying power of the clerical, executive and professional classes has undoubtedly suffered considerably.

Wage Earners are going to continue buying every conceivable type of merchandise. They will buy your products if you will place your advertising, particularly your magazine advertising where they will see it.

These Wage Earners will see your advertising in True Story because it is the only major magazine concentrating in the Wage Earner market.

Buy some security in the new Wage Earner market and you need have no fear of future profits. Write for "What True Story Means to Business Profits," True Story Magazine, 2716 Graybar Building, New York—it tells you why.



HOLLYWOOD

A self-contained community whose purchasing power is directed and influenced by local newspaper advertising

BEAUTIFUL realm of films and fashions . . . a community of 160,000 people with an average family income of \$5,120 . . . the wealthiest per capita market on the entire Pacific coast . . . the motion picture capital of the world and the style center of America . . . the cream of the rich Southern California market . . . that's Hollywood!

Hollywood has a well developed business district which serves as a natural shopping center for the surrounding suburbs and residential districts. Over 350,000 people live within five miles of the Hollywood business center.

Approximately \$100,000,000 in plant and current production is invested in the 19 motion picture studios within its limits. It is the home of a number of large manufacturing plants allied to the film industry. Cosmetics, publishing, financial institutions are well represented here.

Yet, most of all, Hollywood desires to be known as a distinctive community of beautiful homes . . . a cultural center with its theaters, the unique open air Bowl, the home of the Pilgrimage Play, 43 churches, 20 public and 18 private schools. During the past five years, over \$1,000,000 has been invested in architecturally beautiful buildings.

Hollywood citizens demand local newspapers as the mouthpiece for promoting and sponsoring Hollywood interests. It is no wonder that the Hollywood News with an afternoon A. B. C. coverage reaching 20,792 families in this section, 90 per cent home delivered circulation, wields a stronger influence in local affairs than any metropolitan paper.

The growth of Hollywood is typical of other independent markets of Southern California. It is the result of united effort which has been crystallized by local newspaper influence. You can not cover these independent markets without local newspaper coverage.

SOUTHERN CALIFORNIA NEWSPAPERS

ASSOCIATED

Detroit
Chicago
Los Angeles

M.C. MOGENSEN & CO. INC.
SAN FRANCISCO

New York
Portland
Seattle

564 Market St., SAN FRANCISCO • Kearney 3834

Alhambra
Post-Advocate
Calver City
Star-News
Glendale News-Press
Hollywood News
Long Beach Sun
Monrovia News-Post
Pasadena Post
Redondo Breere
San Pedro News-Pilot
Santa Monica
Outlook
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and the San Diego
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Shall We Tax the Small Order?

Turning Down Business as a Method of Increasing Profits

By R. B. Simpson

Vice-President, Miller and Hart (Packing House)

THE small order, in my humble estimation, is perhaps the major problem before American business today. I say this in full recognition of the widely expressed thought that it is purely an economic development and therefore something that has to be accepted just as it is.

Perhaps, not claiming to be an authority in that sort of thing, I should not take issue with the economists; but I am basing my judgment on the admittedly evil effects the small order has wrought—particularly in the packing business. The use, or rather the abuse, of it has had a most serious effect in pulling down net profits; and after all a satisfactory profit or the absence of it is the only accurate standard by means of which the success or failure of a commercial enterprise is going to be measured.

The time has come, I believe, for this question to be handled with firmness and courage; otherwise it is going to run away with itself and grow to such an extent that it cannot be met at all. To my mind there are just two ways open. One is to penalize the small order through obliging the dealer buying in such quantities to pay an arbitrarily higher price for his goods—placing a tax upon the transaction, in other words. The other, and obviously the more practical and workable idea, is to require that an individual order shall be for a certain minimum quantity and to refuse the retailer the privilege of purchasing in smaller

amounts than the minimum quantity.

This latter plan is the one we follow in our own organization, and we do it very successfully. What it amounts to, of course, is that we actually turn down a considerable amount of business that is offered to us. It is quite possible that the implication that good can result from a flat refusal to

accept an opportunity to sell goods under almost any circumstances may sound like a radical departure from traditional thought and practice in the merchandising end of the packing business. Nevertheless, it is apparent (and we can prove it) that improved results can come from doing this very thing.

Some manufacturers hesitate to deal radically with the small-order evil because of the erroneous thought

that it is a natural, and therefore a necessary, outgrowth of the general system of merchandising that has been in vogue since the war. The basic reason for its prevalence is a condition created by the manufacturers themselves, and this is nothing more nor less than a craze for volume. Many of us (I am speaking specifically of the packers although, without a doubt, similar conditions exist in other lines) have become so obsessed with the idea that volume constitutes the principal gauge by which the success of a sales department is measured, that the real purpose of merchandising—the making of a net profit on sales—has become somewhat obscured.

There is not the slightest sug-

MILLER and Hart, a large packing house, have established a minimum-sized order policy. This order has been set at a figure which is large enough to assure a profit. Orders smaller than this minimum size are not accepted.

That is not a brand new policy. A number of manufacturers adopted some such plan when the small-order idea began to take root with distributors. It is interesting, however, at this particular time, to examine a restatement of this policy, in the light of present-day conditions.

gestion here that volume in itself is an evil. Any organization that can increase its volume of sales with profit certainly should strive to get all that is possible. But the danger now besetting many industries is that volume has been and is being sought at selling prices which knowingly or unknowingly cannot possibly yield a profit to the merchandising end of the business.

This gnawing desire for volume and still more volume is at the bottom of the small-order evil. Executives are so earnestly intent upon running their gross sales up to the highest possible point that they welcome and accept orders of any size at all, hoping and trusting that the general average of them all will be favorable to the profit side. But the trouble is that a great number of these small orders are taken at obviously unprofitable prices; and as such they constitute a serious strain upon the larger orders that do pay a profit. If volume has to be paid for in actual dollars and cents literally subtracted from a firm's net profit, which in these days is modest enough to begin with, then what is the use in having it? The most reasonable alternative is to refuse to accept the business—a policy that probably will pull down the volume figures but will add to the net profit.

The tendency in the distributive end of the packing business has been toward smaller units of sales, more frequent deliveries and more expensive service generally. These things, with other factors, have constantly and steadily increased the cost of selling and distribution—thus neutralizing, to a considerable extent the benefits of the splendid production scheme.

Why, then, do we persist in following the ultimately disastrous practice of selling these small orders at prices which are little or no higher than we obtain for larger orders which can be handled with a minimum of expense? And why did we ever start such a ruinous practice?

The general answer to these two questions, I suspect, will be that the growth of the small-order evil has been brought about pre-emi-

nently by the retail dealer in his desire to keep down his investment in merchandise and secure a more rapid turnover. But a straightforward and thorough analysis of the selling situation as a whole will reveal the highly significant fact that any change in buying policies, put into effect by the retailer as a result of a more accurate conception of turnover, has had only a negligible part in the alarming growth of the small-order practice.

A Competitive Condition

Small-order buying as we see it today is due more largely to competitive conditions among manufacturers, to improved transportation facilities and to the demand for volume which has grown to an extent almost to obscure the necessity for getting a profit. A firm's competitor starts a line of action; and, in fear of losing its customers it follows suit, sometimes regardless of whether the practice is profitable and so it has been with the practice of selling small orders at a loss.

For a manufacturer to indulge in what may be unprofitable selling just because some competitor is proceeding in that manner, is neither original nor intelligent merchandising. Yet, so hard pressed are some manufacturers to obtain what they consider necessary volume, that they yield to the temptation. Once a practice of this kind is entered into it is hard to break away from; the manufacturer continues unprofitably on his way, hoping that conditions may change and that his average profit will come out all right.

Am I overdrawing the extent to which the small-order evil prevails in the packing business, and its effect in pulling down producers' profits? I refer, by permission, to some startling figures recently compiled by Howard C. Greer of the Institute of American Meat Packers. Mr. Greer, who is director of the Institute's department of organization and accounting, has made a study of the cost of handling small orders and accounts. What he has uncovered is of vital interest to every manu-

YOU
CANNOT
COVER
CLEVELAND
WITHOUT THE
CLEVELAND
NEWS

Circulation
reports show that
it takes the two
evening newspapers
to cover the
440,000 buying units
in Cleveland

THE CLEVELAND NEWS

George A. McDevitt Co., National Representatives

facturer, packer or otherwise, who is wrestling with the small-order problem—and this, presumably, takes in substantially all manufacturers of consequence.

Mr. Greer makes the amazing statement that "the meat and produce purchases of a single consumer family of normal size probably amount to more than the purchases of one out of every three or four retail customers of a packing house branch or wholesale market."

He further brings out that while the average order received from a packing house distributing agency may be \$30 or more, about one-fourth of all orders are for less than \$5 each, and one-half or more for less than \$15. In a typical branch, 5 per cent of the accounts produced one-third of the total volume, and 20 per cent produced nearly two-thirds. Half of the accounts were so small that altogether they produced only about 4 per cent of what the house sold.

Mr. Greer brings out that the cost of distributing to the small customers runs in some cases as high as \$35 per hundred dollars of sales, or nearly twenty times the proportionate cost for the largest accounts. Nearly one-half of the accounts he investigated show costs of more than \$10 per hundred dollars of sales.

The small orders, as I have previously explained, are accepted as a part of the scramble for volume. Yet Mr. Greer unmistakably shows that the volume they produce is next thing to nothing.

"The accounts of less than \$25 made up about one-half of one per cent of the total sales of the branches," he says in telling of his investigation, "though such accounts constituted one-fifth of all accounts sold. The accounts of less than \$50 made up less than 2 per cent of the total volume, though such accounts were one-third in the number of all those on the books. Even if all the accounts up to \$200 a month in size were grouped together—and this is half, in one case almost two-thirds, of all the accounts—still

the volume secured is under 10 per cent of the total volume.

"It is clear that the situation which has developed is one in which the packing company branch house organization, operated as a wholesale unit, is conducting a business which has the price and service characteristics of a wholesale enterprise but is obtaining from many of its customers a volume which is comparable to that of a retail store. The costs of handling such trade are also comparable with retail selling costs; yet the branch house is obtaining nothing like a retailer's margin to compensate for the incurrence of these costs."

It is plain that if the packers continue to yield to this tendency toward smaller orders and more expensive service, they inevitably will experience a decline in the larger orders which have a satisfactory profit margin; if the present inadequate price differentials between large and small orders are continued in use, packers will be confronted with the uncomfortable fact that they are obtaining no profit at all from their merchandising efforts. If and when this occurs they will be dependent for profits entirely upon the more speculative departments of their businesses. It seems to be very poor merchandising knowingly or deliberately to take a loss in the distributive end of a business, by accepting small orders at an actual loss rather than a profit, in the hope that the losses on the finished product will be made up in what are necessarily the more speculative phases of an organization's operations.

What are manufacturers going to do about all this?

Criticism of a condition, if what I have had to say here may be considered as such, is not very constructive without at least a suggestion of a remedy. The remedy for the small-order evil lies either in obtaining prices for such orders which are high enough to take care of the additional cost of handling them—taxing them, in other words—or in establishing a minimum-sized quantity in which goods

..in Louisville

More Than
300
 Local Display
 Newspaper Advertisers
**Concentrate
 Exclusively**

The Courier-Journal
THE LOUISVILLE TIMES

There are **640** active local
 display newspaper advertisers in
 Louisville and **305** of them
 use these papers **EXCLUSIVELY!**

NATIONAL ADVERTISERS

are ALSO buying complete coverage
 at ONE SMALL COST!

now
 over
205,000
 daily

now
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162,000
 Sunday

Represented Nationally by
 The Beckwith Special Agency

Goings

BRUCE BARTON

Tells What Advertising Can Do for Modern Business

Bruce Barton, in a recent address before the National Chain Store Association on the objects of advertising, said:

// The fourth thing that advertising can do and does do is to hold up before the modern business a standard and ideal. You know it is one thing for a group of men to sit down in a directors' room and say to themselves: "We are going to conduct this business in an honest way and make good goods." But it is quite another thing for that same group to buy pages in the newspapers and magazines and put themselves publicly on record as to the quality of the product and the standard of ideals. The first thing is purely personal and a private matter. The second calls the whole community and the whole nation to witness that pledge... **//**

Good

NEW YORK BOSTON DETROIT SAN FRANCISCO CHICAGO

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GOOD HOUSEKEEPING, is an unusually valuable medium for the firm who wants to go publicly on record as to its ideals.

Forty-five years ago, in its first issue, Good Housekeeping announced an ideal by printing on its cover this slogan:

Conducted in the interests of the Higher Life of the household."

It renewed its pledge of public service when it founded Good Housekeeping Institute 21 years ago; when it organized its Bureau of Foods, Sanitation and Health 17 years ago; when it established its Studio of Furnishings and Decoration 7 years ago; when it adopted its policy of guaranteeing the advertisements it publishes.

Because, without smugness and preaching, it has adhered to its earliest ideal, it has won the faith of discriminating women, and attracted to its pages advertisers who have pledged themselves to produce merchandise in accordance with the highest standards.

The firms who advertise in Good Housekeeping are good company for any manufacturer.



Housekeeping

VERY WOMAN'S MAGAZINE

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COVER THE BUSINESS MARKET

will be sold, thus automatically eliminating the high cost of selling and distributing the goods in small lots. It is possible in theory to tax small orders by pricing them high enough to take care of the extra cost; but from a practical standpoint the price necessary to charge to correct the condition would be so high as to be almost impossible in the present situation. Therefore, the proper remedy seems to be to establish a minimum-sized order which shall be large enough to make sure that the handling cost does not eat into the net profit, and to cut out unprofitable orders entirely.

In connection with this, the establishing of a system of quantity differentials which will adequately express difference in cost of packages, transportation and all other expenses involved in handling orders, is essential. Such a procedure, if established and adhered to, will eliminate the small-order evil and prove a profitable method of turning down unsatisfactory business with a general betterment of results.

Competition and an insatiable desire for volume are the only two elements in the way of a general realization of this ideal. If manufacturers would recognize these two points, and not continue deluding themselves with the thought that the "changed buying habits" of the retailer have forced the problem upon them, they would find it relatively easy to solve. If competition becomes a contest to sell goods on a no-profit basis, why worry about it and be guided by it? The only kind of competition that need cause a manufacturer any concern is that of selling goods *at a profit*.

Our company has decided that the latter kind of competition is the only kind it is going to try to meet; and of course we have plenty of it. But in the matter of selling small orders at no profit or at an actual expense that means less than no profit—well, we are not going to compete with anybody on that basis. We have, therefore, put into effect our minimum order policy, regardless of com-

petitive conditions, and are realizing a more satisfactory net profit. Through refusing to fill orders smaller than this minimum we naturally lose some volume; but of what practical use is forced volume if it means a corresponding decrease in our already modest net profit?

The best proof of the economic wisdom of our policy is that we make more money without the small order than we previously made with it. And the increase, it is hardly necessary to say, has not in any way come from arbitrarily higher prices on the goods we sell; our selling prices are of course more or less standardized by marketing and competitive conditions.

Another instance in which it seems profitable to turn down business is in connection with adherence to prices. By this I mean prices published for circulation and quotation to retail outlets. If a price list is honestly made and includes only the necessary costs and the essential margin of profit, it is apparent that cutting prices below these is unprofitable, and that sales obtained on such a basis might well be included in the category of business which should be turned down to improve results. Not only is the price-cutting practice unprofitable from the standpoint of direct losses on the orders, but it results in discrimination among customers which is not justified by any differences in quantity, service or quality. The intelligent buyer has little respect for the price-cutter as a rule.

Along with our general policy of enforcing a minimum order rule, therefore, we adhere strictly to our published price list, making no discrimination between customers except on the basis of quantity discounts—which are also published. Our consistent policy in these two respects has, as I have already said, cost us some volume; but the net results have been satisfactory. Our experiences justify us in concluding that one resultful method of gaining a fair net profit is that of turning down business.

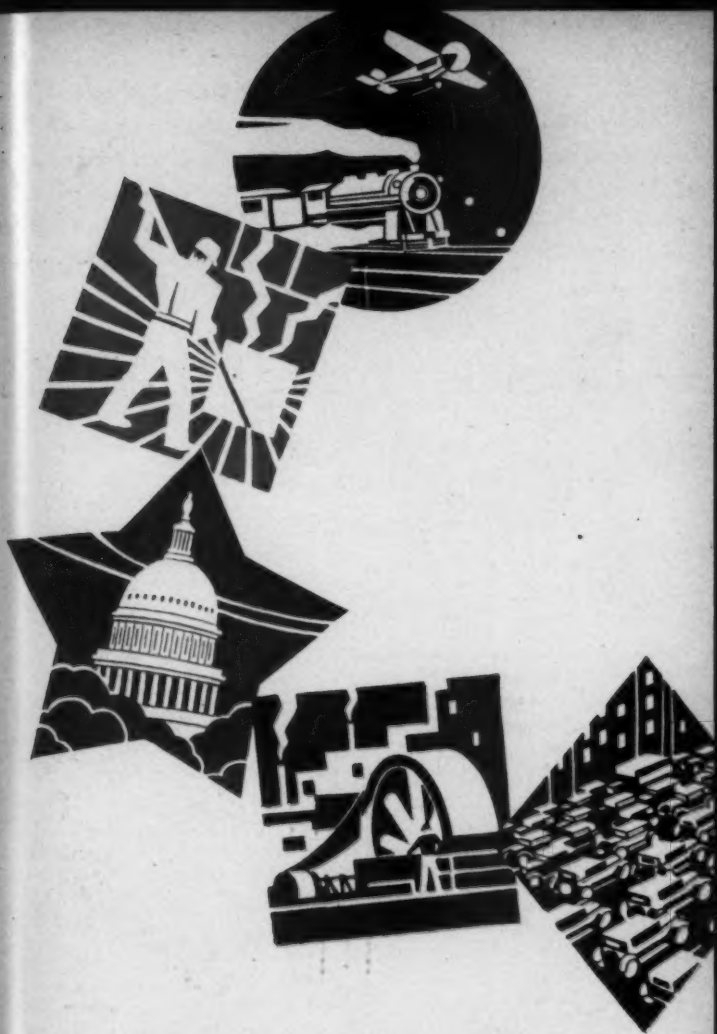
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COLOR ▶

TO COVER THE BUSINESS MARKET

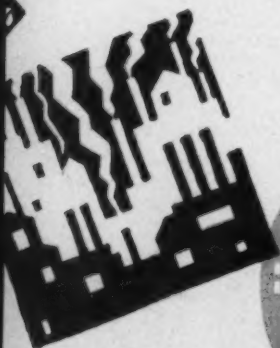
★ **BETTER — AND CHEAPER** • Better four color advertising at a reduced rate is now available in Nation's Business. The rate has been reduced to \$1800 a page and the Condé Nast Press retained for printing. • Advertisers who want to show their product in full color may now use this type of advertising, at a low rate in a publication that has proved to be the most effective way of reaching the 300,000 business leaders of the country.

NATION'S BUSINESS

WASHINGTON • D C

Full details may be obtained from these branch offices:

New York - - - 850 Graybar Bldg.
Chicago - - - 607 First Nat'l Bank Bldg.
Cleveland - - - 530 Terminal Tower Bldg.
Detroit - - - 5-251 Gen'l Motors Bldg.
Atlanta - - - 908 Walton Bldg.
San Francisco - 457 Russ Bldg.
Los Angeles - 201 Union Oil Bldg.



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Advertising the Hard-to-Advertise Product

How the National Casket Company Met Some Unusual Merchandising Problems and Solved Them Successfully

By C. B. Larrabee

A PRODUCT apparently presenting almost unsurmountable copy difficulties;

—a product which should be trade-marked but is sold in a field where there has always been a well-defined prejudice against trade-marking;

—a distribution line-up which is unusually complicated and vitally affected by the style element;

—a variegated body of retailers with equally variegated views on fundamental business problems;

—ingrained trade habits which, in many instances, were definitely set against selling the product as a unit instead of something partially assembled by the retailer;

—a general impression among the trade that the product did not lend itself to national advertising coupled with a trade apathy toward national advertising.

* * *

A rather formidable list of reasons why a manufacturer should not do national advertising, yet one company, the National Casket Company, Inc., faced all these obstacles and in spite of them recently launched a long-pull campaign.

The National Casket Company, Inc., was organized in 1890 by the amalgamation of three leading casket concerns. Within a year, three more companies joined the amalgamation. Today the company is the largest in the field and has sales branches in twenty-eight leading cities from Portland, Me., in the Northeast, to Dallas, Tex., in the Southwest.

A company so large and so extended in its operations, making a product which is of universal use would seem to be an obvious prospect for national advertising—and is. However, the company knew that there were certain definite difficulties to be hurdled before it could adopt a definite advertising program.

First was the question of a trade-mark. A casket is a difficult article of merchandise to mark with the manufacturer's name. Any use of a trade-mark must be inconspicuous and yet, if it is relegated to a place where it cannot be seen it will lose its value. This was a problem which the company only partially solved at first by using a small, removable mark, placed on the casket where few could see it.

Several years ago, however, two large associations of funeral directors recommended that casket manufacturers mark on each casket the materials from which it is made. This gave the company its opportunity and today every National casket carries, at the center of the base molding at the foot end, a simple label which gives the name of the material used and the name of the company.

Another thing which militated against the advertising idea was the fact that even in caskets there is a style element. In some sections of the country there is little demand for the half couch type of casket and in others the drop side type is seldom used. In addition, tastes in materials differ in various localities.

A Catalog Problem

Because of this, the company has an unusual catalog problem. Each sales branch is serviced by the factory nearest it and no two factories make the same line. Therefore, it is necessary to issue catalogs for each branch individually, although in certain cases two or more branches carry the same line.

To add to the difficulty, the company makes three different types of caskets—metal, hardwood and covered. To catalog the three types in one book would make a bulky format and one which would be confusing not only to the fu-

neral director but to the consumer.

The company has had to take the consumer in mind in issuing its catalogs since many funeral directors sell largely from the catalog. While quite a number of funeral directors carry a line of caskets, at best this can be only a comparatively small showing of the variety and type available. Moreover, in most sections of the country the company has worked out a delivery system to the point where the director can wire the nearest branch and get immediate delivery. Therefore he can sell from the catalog without carrying a large stock.

The catalogs deserve more space than is possible to give them in this article. However, it is well to point out that they have been designed for a dual use. The early pages talk about salesmanship, tell something of the history of the company, describe how caskets are made, tell about casket hardware and then emphasize the advantage of ordering complete caskets. Then follow pictures of the various caskets with a few words of copy describing each. This copy is kept as simple as possible so that it will be of real help to the consumer as well as the funeral director.

In order further to facilitate the ordering of caskets, the company maintains at most of its branches fairly complete displays of caskets. It recommends to all its customers within a reasonable radius of these display rooms that instead of trying to carry a stock or trying to sell from catalog, they bring the consumer to the display room where a choice can be made under the most satisfactory condition.

Oddly enough, this idea has created a sales obstacle which had to be eradicated. A number of funeral directors professed to believe that they saw in the display rooms the first step toward a chain idea. They felt that it was only logical that the display rooms should develop into funeral homes and that within a few years the company would be conducting a chain of these in direct competition with its customers. Much patient effort has been necessary to eradicate this idea and was one of the things to

be considered in national advertising.

Just as in every industry there is a wide difference in types of retailers, so the company found great differences among funeral directors.

One of the differences grows out of the early history of the business, when the old-fashioned undertaker was also a coffin-maker. As casket manufacturers began to develop, the undertaker began to buy more and more from them but some of his old habits clung. He would, for instance, buy a casket complete except for hardware. In his stock room he would carry a line of hardware and in selling a casket he would let the customer pick out the hardware, which the undertaker would then attach. This practice has not wholly disappeared.

This is not a satisfactory condition and the company for years has been pushing the idea of buying the casket complete. In its catalogs it devotes a page to this subject but even now it has to devote another page to a hardware harmony chart which will help the funeral director who still clings to the old customs.

The First Copy Angle

One of the greatest obstacles, of course, was presented by copy. Man still has many psychological kinships with ancestors who used to huddle around meagre fires and stare fearsomely over their shoulders into the deep darkness where death lurked. Man still fears death and has built in his mind an elaborate defense mechanism with which he tries to deceive himself. This defense mechanism offers the first copy obstacle.

The second obstacle is that a casket purchase is something that comes to the average man only a few times in his life and then in a time of stress and emergency. At other times he prefers not to think at all of the subject of death and funerals.

This means that the average type of high-pressure selling talk just won't do when it comes to advertising caskets.

In any campaign to consumers the retailer must be considered first, and consciously and unconsciously

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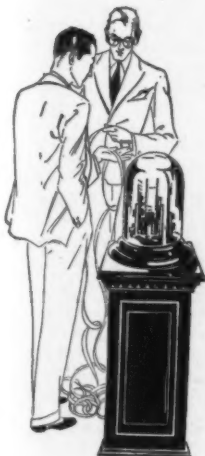
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A Scoop on the Country!



DURING these frenzied stock market days—with the ticker often running hours behind the Market—The Los Angeles Evening Herald has consistently carried the **COMPLETE closing prices** of the New York Stock and Curb Exchanges in its Regular Afternoon Editions—and most of the time it has been the **ONLY** Afternoon newspaper in the country to do so.

Favored by an advantage of three hours in time, aided by the most complete facilities, including a direct wire from New York to its Financial Department, The Evening Herald prints Complete and Accurate Market Reports in its Regular Afternoon Editions **EVERY MARKET DAY.**

Being constantly **FIRST WITH THE LATEST**—that's why The Evening Herald has by far the largest circulation of any Daily Newspaper, not only in Los Angeles but in the entire West.

Any Schedule Designed to Cover Los Angeles Must Begin with The

LOS ANGELES EVENING HERALD

Representatives

HERBERT W. MOLONEY
342 Madison Ave.
New York

RAY H. MILLER
General Motors Bldg.
Detroit

JOHN H. LEDERER
Hearst Bldg.
Chicago

A. J. NORRIS HILL
Hearst Bldg.
San Francisco

National Casket started some years ago to lay the groundwork for its present campaign. Many times the question is asked: "What must we do before advertising?" Few companies realize how important that question is or how complicated is the answer.

In a sense, the company has been working toward advertising since its early organization problems were ironed out. Almost from the first, it started its educational work, slowly, of course, since owing to the basic peculiarities of the field, any process of education had to be slow, almost painfully so.

Therefore, it is safe to say that every successful salesman for the company, every successful branch manager, and every catalog, has done its bit in the educational work.

Take the catalogs, for instance. More than a dozen pages of each catalog today are devoted to material which will help the funeral director sell National Caskets; such questions as the value of selling a casket as a unit, the value of the trade-mark, and other subjects which are extremely important in an educational job.

One of the big factors in this work has been "The National Message," a house magazine sent out by the company to funeral directors. For a number of years this has gone out regularly and has had an undeniable effect in raising the standards of the profession of funeral directing.

In each issue the contents are varied and the company watches carefully that the editorial balance is maintained from issue to issue. There are general articles on subjects of interest to the funeral directors, articles designed to help him in his business. Other articles deal more directly with the problems of selling National Caskets. Any funeral director reading the magazine over a period of years perforce absorbs the message the company is giving him.

Before doing a national job, however, the company experimented with advertising at the Boston sales branch. This advertising did a lot to clear up copy difficulties.

From this campaign the company found out certain definite things.

It learned, first, that a casket company can advertise. The advertising attracted favorable attention both among consumers and among funeral directors. Second, the company learned that in writing copy on the subject of death the ordinary evasions which are so often used are much less effective and often more gruesome than simple, direct discussion of funerals and death. Third, the company found out that funeral directors, when they saw the advertising and understood its purpose, were pleased to have the support given them by the company.

Ready for National Advertising

After the company had been conducting this campaign for a time it made a careful investigation and determined that the time was ripe for national advertising. Plans immediately were inaugurated to lay the groundwork for such a campaign.

The result of this planning was that late last spring a broadside was sent to funeral directors announcing a national campaign. A little later this announcement was supplemented by an insert in "The National Message."

In the meantime the salesmen were armed with an advertising portfolio and sent out among the trade. The first page of this portfolio consisted of a statement from P. B. Heintz, president and general manager of the company, who told why the campaign was being run and what he hoped it would accomplish. The purposes of the campaign were outlined as follows:

1. To create a public recognition of the value of National Caskets.
2. To show that the National trade-mark on a casket is a guarantee of value.
3. To build up gradually in the public by this means an understanding of National quality and a willingness to accept National Caskets without prolonged argument.
4. To increase the prestige of the funeral directors who sell National Caskets.

That is a modest program with no promises of instant results. The company was careful to point out that it was using comparatively small space (half pages at most)

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"I Have All Kinds Of Trouble With Typographers"

EREMIAH, though that is not his name, might also have lamented that he spent all kinds of money, yet never got what he wanted. Then he was recommended to Advertising Typographers of America. Reversing Caesar—"I came, I saw, I was conquered!" We studied his needs, undertook his work and this advertiser's once biggest problem is now his smallest. Buy typography only from members of Advertising Typographers of America whose names are listed immediately below:

Members Advertising Typographers of America

<p><i>Boston</i> THE BERKELEY PRESS THE WOOD CLARKE PRESS</p> <p><i>Chicago</i> ARKIN ADVERTISERS SERVICE BERTSCH & COOPER J. M. BUNDSCH, INC. HAYES-LOCHNER HAROLD A. HOLMES, INC.</p> <p><i>Cleveland</i> SKELLY TYPESETTING CO.</p> <p><i>Detroit</i> GEORGE WILLENS & CO.</p> <p><i>Indianapolis</i> THE TYPOGRAPHIC SERVICE CO. <i>Los Angeles</i> TYPOGRAPHIC SERVICE CO.</p>	<p><i>New York City</i> AD SERVICE CO. ADVERTISING AGENCIES' SERVICE CO. ADVERTISING-CRAFTSMEN, INC. (A-C) ADVERTISING TYPOGRAPHERS, INC. THE ADVERTYPE CO., INC. E. M. DIAMANT TYPOGRAPHIC SERVICE FROST BROTHERS DAVID GILDEA & CO., INC. HELLER-EDWARDS TYPOGRAPHY, INC. MONTAGUE LEE CO., INC. FREDERIC NELSON PHILLIPS, INC. ROYAL TYPOGRAPHERS, INC.</p>	<p>SUPREME AD SERVICE TRI-ARTS PRINTING CORP. TYPOGRAPHIC SERVICE CO. OF N. Y., INC. KURT H. VOLK, INC. WOODROW PRESS, INC.</p> <p><i>Philadelphia</i> PROGRESSIVE COMPOSITION CO. WILLENS, INC.</p> <p><i>Pittsburgh</i> KEYSTONE COMPOSITION CO. EDWIN H. STUART, INC.</p> <p><i>St. Louis</i> WARWICK TYPOGRAPHERS, INC. <i>Toronto</i> SWAN SERVICE</p>
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NATIONAL HEADQUARTERS: 461 EIGHTH AVENUE, NEW YORK, N. Y.

A Traitor to Her Robots...

Out of the smithies of science have trouped regiments of household Robots, cunning vassals that have elevated female serfs to sovereign overseers. Cinderella now plays Princess in her house-slippers. Chore-crowded hours give way to golf, tennis, the highways, the skyways. Lo! woman is free, as free as man. The Robots smile; their mission has been gloriously fulfilled. But has it?

Woman free? "Bunk!" charges Rex Beach, brandishing his petulant pen. "You can't change Nature; she made women to be slaves, and slaves they'll be if they

have to fight for it. They clamored to escape from bondage; now that they're out they're picking the lock with a hairpin so as to get back in."

Slaves to fashion. Martyrs to vanity and show. The style Caesars



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decreed high-compression corsets and serpentine silhouettes—and women salaam without a dissenting vote. Woman free? She's a traitor to her Robots. But read "Why Men Hate Women," by Rex Beach, in the current issue of Liberty.

Other features in the same issue



Arnold Bennett, one of England's most distinguished men of letters, is the author of a rollicking story called "Understudy."

A millionaire attempts to enjoy a tranquil holiday but finds himself doubling for his actor-brother in a light comedy.

Robert W. Chambers, perennial Liberty contributor, presents another episode in "The Rake and the Hussy"—a colorful story of pioneer days moving against the historic background of the War of 1812.



Princess Catherine Radziwill, in "Business and Middle-Aged Women," protests

the prejudice in business against the man or woman who has reached the decrepit age of forty or fifty. It is a titled foreigner's experience of job-hunting in New York.



"China in Cross-Eyed Wonder," by Frederick Palmer

"Danger," by Paul Ellerbo

"1917," by Capt. Elliott White Springs

"My Mother, Lillian Russell,"

by Dorothy Russell

"News of the World" in cartoons,

by Ralph Barton

and additional features.

LIBERTY

A Weekly for Everybody

because it felt that a quiet, dignified, not too emphatic beginning would be of more value than a heavy expenditure of money for large space. The printed matter sent to funeral directors made no rash promises. In fact it pointed out that no immediate effects would be felt. "Nobody knows," said the company, "how soon the publicity will reach a point where the directors of this country will see that it is entering the American consciousness to a marked extent."

One of the noteworthy features of the handling of the campaign is, the writer feels, this modest recognition of the fact that the advertising task is a long pull. So often advertisers commence their campaigns with a loud blowing of trumpets and a shouting of promises which can never, in the very nature of things, be fulfilled.

After giving the director information concerning the reasons for the campaign and the mediums to be used, the company then showed sample advertisements. These were shown in both the broadside and in the portfolio.

The method of handling the copy can best be explained by quoting a typical advertisement:

The purchase of a casket, although a duty closely associated with sentiment, should involve a careful consideration of value. As endurance and protection are primary requisites of a casket, is it not natural and proper that one should ask "Who makes it?" "How is it made?" "What is it made of?"

Every National Casket is constructed with the greatest care and with one aim—to build the best casket that can be built for the price asked. Down to the smallest details, our standards call for the use of only the highest-grade materials. In all grades, National Casket construction and design reflect the ability of skilled and experienced workmen. National Caskets are identified by the trade-mark reproduced above. It is a pledge of quality. It specifically states the material used. If you choose a casket bearing this mark, you can be sure that you are receiving a true value—a casket that conforms to the highest standards of acceptance and good taste.

National Caskets are sold only through funeral directors. It is reasonable to assume that those who handle merchandise of high quality have high standards of service.

We have prepared a little booklet, "Funeral Facts." We shall be

glad to send this to anyone upon request.

Note the simple style, the utter absence of evasion. There is nothing mournful or gruesome about this copy nor is there any attempt to hide behind equivocal phrasing.

With each advertisement was a decorative illustration which was purely abstract. Inset in this was a reproduction of the company's trade-mark. This is tied in with the copy.

Note particularly the paragraph about the funeral director himself. This was important for two reasons; it showed the director that the chief idea of the campaign was to help him sell National Caskets and it forever eliminated from his mind any fear that National could possibly be his competitor.

In connection with its advertising the company worked out several campaigns which could be used by the funeral director. The company offered the dealer copy and art, and all that was left for him was to put in his signature. These advertisements were based on material which the company had gathered over a period of years of working with directors who had asked for co-operation. To date a number of directors have requested and are using this service. It ties in directly with the national campaign but is primarily good advertising for the local man who uses it.

The company also furnishes the director a window sign if he wishes and a diploma showing him to be an authorized National dealer.

Finally there is the booklet, "Funeral Facts," which is offered in the national advertising. The company is frank in saying that it expected no large volume of inquiries for this booklet. A funeral is an emergency which few persons wish to contemplate until it is upon them. Nevertheless, requests for the booklet have come in in a volume which has surprised the company, but the requests are still comparatively small in number.

The company's idea in creating the booklet was to give the funeral director something for his own use. It does not attempt to tell him how to use it, leaving that to his good

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taste and judgment, but it has made its suggestions of what the booklet will do. To date many thousands of copies have been sent to directors upon their request.

The purpose of the booklet can best be explained by a quotation from its introduction:

Some time in every family there must be a funeral. Whoever must bear the responsibility will find the obligation much lighter if the steps that must be taken are known and the decision has previously been made as to which funeral director will be called when the need arises.

This little booklet discusses all the details of the modern funeral in a frank and informative manner. This booklet has been compiled with the aid and advice of leading funeral directors and health authorities.

The advertising has been running since last June and the company is already able to gauge some of its effects. It has been quite favorably received by funeral directors, which shows that the educational job that preceded it was effective. The requests for dealer help material have been surprisingly large, so large in fact that in many instances the company has had to restrict the amount of material sent to a single director.

Consumer reaction is harder to determine and there has not yet been time to check on this. In fact, the company does not feel that the time is ripe to make such an investigation since the task is for the long pull. The main thing now is to get the reactions of the funeral directors and to get their co-operation in spreading the ideas which the company believes are vitally important to the industry.

The company's experience is unusual in that it has had to overcome so many reasons why it should not advertise. It is interesting as an example of making haste slowly and of the value of consistent, well conceived educational work carried out over a long period. According to a company official the campaign would not have been possible ten or even five years ago. Today it is not only possible but successful.

Dudley Brown, formerly with the advertising department of the *Seattle Post-Intelligencer*, has joined the staff of radio station KJR, Seattle.

Plan National Campaign for Motor Car Maintenance

Manufacturers and jobbers of the Motor and Equipment Association last week voted approval of a co-operative national advertising campaign in their respective sessions at the organization's convention at Chicago. Final action rests with the board of directors, which will meet to pass on the project.

The purpose of the campaign will be to impress motor car owners with the realization that the automobile represents a financial investment which should be protected by systematic maintenance. "Care will save your car" will be the featured slogan.

The plan provides for a close tie-up with dealers in the field. Associate memberships will be offered 10,000 better class dealers, who will be privileged to use the official emblem of the association to identify them with the national advertising and who will be supplied with helps for their local advertising. These franchises will be assessed at \$10 each and the money used in financing the campaign, in addition to sums to be appropriated by the association itself and the manufacturer members for additional financing and the underwriting, in advance, of the whole campaign. As their contribution jobber members will solicit dealer co-operation in the program.

J. M. McComb, Crucible Steel Company, New York, was elected president. The new vice-presidents are: M. B. Ericson, Houdaille-Hershey Corporation, Chicago; G. L. Brunner, Brunner Manufacturing Company, Utica, N. Y.; and S. L. Satchell, Motor Accessories Company, Allentown, Pa.

C. H. Burr, S. F. K. Industries, New York, was elected treasurer and C. C. Secrist, Victor Manufacturing and Gasket Company, Chicago, was named assistant treasurer. S. C. Wright, Ballou & Wright, Portland, Ore., was elected secretary.

Bigelow-Hartford to Buy Stephen Sanford Company

The Bigelow-Hartford Carpet Company, New York, is planning the purchase, subject to approval by stockholders, of Stephen Sanford & Sons, Inc., Amsterdam, N. Y. The name of the Bigelow-Hartford Carpet Company will be changed to the Bigelow-Sanford Carpet and Rug Company.

It is expected that John Sanford, president of Stephen Sanford & Sons, Inc., will become chairman of the board of the new company and John A. Sweetser, president of Bigelow-Hartford, will continue as president.

B. H. Smith with Union Lithograph

Ben H. Smith has been appointed director of advertising service of the Union Lithograph Company, Inc., San Francisco. He formerly had been sales manager of the *Sunset Press*, San Francisco.



John P. Frazer, President, John P. Frazer Construction Co., Detroit, Builders. His most recent work, Saint Clair Terrace, is illustrated.

BUILDING

Affiliated with **THE ARCHITECTURAL FORUM:
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In the Specification Isn't in the Bag

Every seasoned manufacturer of building products knows that when the architect specifies his product plus "—or equal" the sale is only half finished. Fully 90% of all specifications carry the "—or equal" clause—not as a final designation but as a standard of quality acceptable to the architect. Then the builder steps in, and if he isn't sold on your product, nine times out of ten you step out.

You've Heard of John P. Frazer —but Has He Ever Heard of You?

John P. Frazer, head of John P. Frazer Construction Co., has made a conspicuous success as a builder because Detroit knows he knows how to build and what to build with.

The key builders in every community are vitally important factors in the sale of all quality building products. You can reach them positively and effectively through the magazine which for over 50 years has held their interest and confidence—Building Age.

Send for the story of Building Age and special report on the effect of the Wall Street collapse on the Building Industry. Building Age, 521 Fifth Avenue, New York.

AGE

***appeals to the bank
account of the builder
who has one***

**BUILDING MATERIAL MARKETING: HEATING AND
VENTILATING: and GOOD FURNITURE AND DECORATION**

A Zealous New Zealander Talks About His Country

A Rapid-Fire Picture of Advertising and Selling Conditions in New Zealand

By D. J. Richardson

Advertising Manager, General Motors New Zealand, Limited

NEW ZEALANDERS recently read with interest reports in overseas newspapers of a "terrible earthquake" that had completely obliterated one of their islands and that hundreds of persons were missing.

This is but another striking example of many misconstructions to which this little country has been subjected, as the earthquake was actually quite a small affair.

How many Americans know that New Zealand is not a savage country peopled by head hunters, but in reality is one of the most advanced lands in the world?

Benefiting from the experiences of older countries, New Zealand possesses splendidly laid out cities, fine roads, and is completely reticulated for electric power. There are more telephones per capita than in any other country and in the matter of motor cars it comes second only to the U. S. A. and Canada, possessing one car to every eleven persons.

In some of the intensively settled dairy farm districts this figure comes down to one in five persons.

Fifty-five and a half per cent of the cars in use are from the U. S. A., 29 per cent from Canada; 14½ per cent from the United Kingdom and 1 per cent Continental.

When it is realized that a Chevrolet sedan costing \$675 at Flint, retails for \$1,425 in New Zealand, it seems obvious that if cars could be sold at the American domestic price, New Zealand might lead the world in cars per population.

From an advertising point of view New Zealand is extremely expensive. With a population of but 1,400,000, there are actually 183 newspapers, business papers and magazines.

Obviously, competition is extremely fierce. There is a great

deal of over-lapping in coverage, the general effect being an increase in space cost to the advertisers.

New Zealand's largest newspaper charges proportionately three times as much as London's (England) leading daily. Furthermore, the territory served by the New Zealand paper is also covered and recovered by dozens of smaller publications.

The matter of selecting suitable mediums in New Zealand is a difficult one and considerable local knowledge is required by an advertiser to keep within his appropriation and yet reach all prospects.

Another difficulty is the high cost of printing as applied to the matter of folders, broadsides and other mailing pieces.

The five-piece direct-mail campaigns conducted by General Motors New Zealand, Limited, work out at a cost of something like 52 cents per prospect: this makes it imperative that when compiling mailing lists only the most logical prospects be included as direct mail is altogether too expensive for indiscriminate use.

Getting back to the matter of newspapers, the quality of printing and paper used is excellent and compares more than favorably with that of larger countries.

Most advertising agencies and large firms make use of the block services supplied from the U. S. A. and England, the result being that the quality of art work is equal to the best seen in those countries.

General Motors New Zealand, Limited, and its distributors are very extensive users of newspaper advertising and by utilizing the art work received from New York and the domestic factories their advertising makes a very good display alongside competitors.

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LONDON



Musical Keys to Argentina

Possessing highly cultural tastes and the wherewithal to indulge them generously, the people of Argentina in 1926 purchased pianos exported to that country to the tune of \$1,710,175. The U. S. portion of this totaled \$315,766, more than double the figure of a decade ago.

Exports of other instruments showed equally striking gains, constituting another measure of opportunity for American makers of music for world enjoyment.

A major key to this cultured and wealthy market is *La Prensa*, Argentina's foremost newspaper, whose direct control has carried into the third generation.

La Prensa is read by more people than any other paper in the Argentine. It serves more advertisers. Its many exclusive features, powerful personality and liberal policy have made it a part of the national life, and consequently a sales medium of paramount importance to its advertisers. May we prepare a sales brief showing the opportunities awaiting your product in Argentina?

LA PRENSA

of Buenos Aires

South America's Greatest Newspaper

JOSHUA B. POWERS, INC.

Exclusive Advertising Representative

250 Park Avenue, New York

LONDON

PARIS

BERLIN

BUENOS AIRES

MEN AND MACHINES

AN advertising agency is a living, breathing thing. Its component parts are men and women, and it lives and grows through them.

To men we add methods. And because the advertising industry has stepped into the ranks of big business, we proceed upon carefully worked out plans of operation. But there is nothing machine-like about this. Every man has plenty of room to do his stuff.



MERLIN CARLOCK
Writer
New York



WILLIAM R. BAKER, JR.
Account Representative
New York



ETHEL G. ARMSTRONG
Manager, Filing Department
New York



FRANCIS B. VALENTINE
Art Department
New York



HERBERT SANFORD
Radio Department
New York



MILLARD S. BANKS
Assistant Account Representative
Buffalo



MATTHEW HUFNAGEL
Assistant Account Representative
New York

Batten, Barton, Durstine & Osborn
INCORPORATED

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building

experienced by firms wishing to open up operations in New Zealand is the matter of distribution. So intensively is the country worked that it is difficult to find firms with sufficient capital and facilities to take on a new line. Accordingly, it becomes a bitter fight to win some big distributor over from his present lines to a new article. This applies particularly to the motor industry, which, owing to the intensive saturation of cars, is not such a lucrative business as it used to be and accordingly does not attract new capital as in the past.

Those firms that have erected buildings and installed extensive equipment, keep in the business of necessity and the wholesalers, wishing to have their lines represented, usually have to make strong endeavors to persuade one of those firms to turn down their existing agencies, and take on a new line.

General Motors is maintaining its position in the motor industry as much by reason of its organized sales promotion and advertising policies as by the high quality of its products.

Any firm wishing to open up operations in New Zealand must be in a position to make ample provision for the servicing of its products. Manufacturing in this country is extremely costly and the production of replacement parts is prohibitive. Accordingly, only those lines that are supported by ample stocks of replacement parts can survive competition.

New Zealand is a farming country and its produce consists entirely of wool, butter, cheese and meat. There is quite a strong prejudice against the purchase of American goods by the farming community, owing to the fact that America, in protecting her own farming interests, has placed a high tariff on her own products. The result, in the minds of our farmers, is that New Zealand is sending a lot of her money to America and receiving no trade in exchange.

This is technically correct, although further investigation shows that England is doing a big export business with U. S. A., in the matter of worsted goods, rubber, etc.,

and that English trade indirectly corrects the balance for New Zealand. However, American firms have to fight a certain amount of propaganda due to this cause and quite a lot of effort is put into institutional good-will advertising by General Motors New Zealand, Limited.

In the establishing of the local assembly plant at Petone, Wellington, General Motors is in a position to overcome a considerable amount of this propaganda, as now over half the money paid for a General Motors product remains in New Zealand when purchased.

In conclusion, a few further statistics are appended which may give an indication to the buying power and possibilities of the country:

For the year ended February 28, 1929, the exports were \$285,000,000, while imports totaled \$225,000,000, giving an excess of exports over imports of \$60,000,000.

In 1928, \$5,000,000 worth of automobile tires were imported, 20 per cent of which came from the United Kingdom, 60 per cent from Canada, 8 per cent from U. S. A., and the balance from the Continent.

In the same year, 54,500,000 gallons of motor spirits were imported, two-thirds of which were supplied by American companies.

It is interesting to note that New Zealand demands a much higher grade of spirit than that generally offered in the U. S. A., and that the New Zealand motorist pays 52 cents a gallon for his fuel. Naturally, those cars giving economical fuel consumption are most in demand and this is allowing British cars steadily to increase their sales ratio.

A benzine tax of 8 cents per gallon was imposed in September, 1927, and this has led to increased sales in the Chevrolet price group.

Out of the 20,000 cars which represented the average sales of new vehicles per annum, 55 per cent were in the light medium-priced group or Chevrolet class, 23 per cent low medium-priced group or Pontiac class, and 19 per cent in the medium-priced or Buick class, the balance being absorbed by the most expensive cars.

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GHOST WATCH



IN THE trenches the nighttime is the worst. Daytime in a front line trench is often strangely quiet, soldiers can sleep, scratch, write letters; but with evening stand-to and the first blue Very light that curves up into the sky, comes a cold tightening of the nerves, a ceaseless dread.

For ten years Dr. Hans Sattler, shell-shocked German-born Hungarian engineer, has lived in a quiet Budapest suburb, trying to forget the War. Daytime it was easy, but at night he could not sleep. Recently Dr. Sattler's neighbors began to worry about the young man. They found that he left home every night, returned each morning with sleepless eyes, un-

shaven, his clothes muddy. Last week a local surgeon and several of Dr. Sattler's friends waited until the shell-shocked engineer left his home, followed him at a distance until he disappeared in a neighboring wood. Hours later they found him. Dr. Hans Sattler had dug himself a trench, complete with parapet and dug-out. They found him crouched on the fire step, wearing his faded blue lieutenant's tunic, still fighting the war, peering wildly into the night for ghostly Italian armies.

At the Budapest state asylum last week alienists admitted that there was little hope for ghost-watching Dr. Sattler's mental recovery.



THE Advertising Promotion Department of TIME ventures, without benefit of editors, to analyze the October 7th issue of TIME. It finds the story reprinted on the preceding page was the finest dramatic story of that week. It appeared on page 30 under the simple heading "Hungary," approximately where Hungarian news regularly appears. It also finds that other best stories were:

Most Immediately Important—Report of A. B. A. Convention, including the Mellon-reflecting speech on Branch Banking by Comptroller of the Treasury Pole. This was on Page 50.

Most Fundamentally Important—Arrival of the British Prime Minister to visit the President of the U. S. This, on Page 27.

Best Personality Story—Ignace Jan Paderewski's trip from his villa to hospital and return. This, on Page 56.

Most Sensational—Tie between Boston White Slavery and the Machine Gun Slaughter of 4000 Moslems on a grain field and the attendant suicide of their wives (Pages 18 and 34.)

Most Informative—Analysis of the Economics of Skyscrapers (Page 60.)

Most Amusing—Tie between Gags Prohibited by KOA Vaudeville Ruling (Page 38) and an Argument Between Alexander Woollcott and John Joseph Pershing as to whether the latter did or did not shoot a Judge instead of a grouse (Page 64.)

Best Picture—Nude Bernarr Macfadden, on Page 64.

Most Interesting to the Promotion Department—A "milestone" concerning someone the Promotion Department happened to know. This, on Page 72.

It is safe to say TIME's editors waste no time in thus analyzing the Newsmagazine. They are too busy making certain that the most important news gets into TIME in

accurate and readable form . . . But the Promotion Department, from its professional point of view, is vitally concerned with such analysis; knows that so long as "best" stories are scattered throughout the Newsmagazine, subscribers will read from start to finish.

COVER-TO-COVER readership, rarest of jewels, is TIME's most notable contribution to large-scale magazine publishing. (Eight of any ten TIME subscribers say they read TIME "generally cover-to-cover") . . .

So essential does TIME regard cover-to-cover reading that it now limits editorial and advertising pages in any single issue to a total of 80 (plus color inserts), lest cover-to-cover reading become too difficult, lest editors be tempted to pad TIME's editorial columns to keep pace with advertising.

TO TIME, cover-to-cover readership has come naturally and inevitably. Consider:

¶ The Week's Big Story is more apt to be on Page 28 than on Page 1. Newspapers put the big stories on the front page; TIME puts every story, big and little, under its appropriate department . . . TIME readers early learn that to miss one TIME page is perhaps to miss the biggest or the finest story of the week.

¶ Each department is deliberately written for the lay-reader, the non-expert. Thus lawyers read about scientists, scientists about musicians, musicians about statesmen . . . And many a man or woman who might feel faint at the sight of blood reads "Medicine" every week. Numerous the non-church-goers who never miss "Religion." Thousands who cannot describe the simple engine-action of a

locomotive turn to "Science" every week of their lives . . .

¶ TIME's type size is generous; typography, too, makes cover-to-cover reading easy.

¶ Curiosity-arousing cut-captions compel readers to turn to the story that the cut illustrates.

¶ Unlike newspapers, TIME seldom outlines the whole story—"who, when, where, what"—in its "lead" paragraph. Rather, the story generally unfolds paragraph by paragraph, and like a good play, progresses to a climax. Seldom does a TIME reader note only the "lead," then skip, saying "Now I know it all" when not even the "lead" is properly comprehended.

¶ Every TIME story, however important, must be a model of succinctness. Not "padding," but "cutting," and constant repolishing until press time. Saving TIME readers' time and temper gives the Editor his daily bread.

¶ "Letters" in the front of the Newsmagazine give TIME readers a sense of proprietorship, make them, more than ever, cover-to-cover readers.

THE recognition by advertisers that TIME has cover-to-cover readership to a degree unique in U. S. publishing, accounts in no small measure for TIME's success . . .

1923—net advertising revenues \$ 16,000

1928—net advertising revenues \$ 657,000

1929—net advertising revenues \$1,500,000

TIME is now running more pages of national advertising per issue than any other nationally-circulated U. S. weekly, excepting only omnivorous Satevepost.

MANY advertisers now use TIME exclusively or in conjunction with one of the great mass media. Scores use TIME in combination with one mass magazine or one business magazine or trade paper . . . All told, 500 advertisers now run in TIME. Most of those who will have used six or more columns this year are listed in these pages.

Bellanca Aircraft Corporation
 Bendix Aviation Corporation
 Colonial Airways
 Command-Aire Corporation
 Detroit Aircraft Corporation
 (Ryan Div.)
 Fokker Aircraft Corporation
 Ford Motor Company
 (Airplane Div.)
 General Airplane Corporation
 Great Lakes Aircraft Corporation
 Stearman Aircraft Corporation
 Thomas & Armstrong Co.
 Viking Flying Boat Co.
 Waco Aircraft Company

Buick Motor Co.
 Chrysler Corp.
 Fred G. Clark, Inc.
 Dodge Bros., Inc.
 Dunlop Tire & Rubber Co.
 Elco Works
 Ethyl Gasoline Corp.
 Fisher Body Corp.
 Fisher Body Corp. (Fleetwood Div.)
 Ford Motor Co. (Lincoln Div.)
 General Motors Corp.
 General Motors Truck Co.
 General Tire & Rubber Co.
 B. F. Goodrich Rubber Co.
 Goodyear Tire & Rubber Co.
 Hacker Boat Co.
 Houde Engineering Co.
 Hudson Motor Car Co.
 Kermath Mfg. Co.
 Lee Tire & Rubber Co.
 Marmon Motor Car Co.
 Metalcraft Heater Corp.
 Mohawk Rubber Co.
 New Era Motors, Inc.
 Norwalk Tire & Rubber Co.
 Oakland Motor Car Co.
 Olds Motor Works
 Packard Motor Car Co.
 Pierce Arrow Motor Car Co.
 Rolla Royce of America, Inc.
 Chris Smith & Sons Boat Co.
 Studebaker Corp. of America
 The Texas Co.
 White Co.

American Piano Co.
 American Radiator Co.—Standard
 Sanitary Mfg. Co.

Amrad Corp.
 Atwater Kent Mfg. Co.
 Bryant Heater & Mfg. Co.
 Chase Brass & Copper Co., Inc.
 Clicquot Club Co.
 College Inn Food Products Co.
 Crane Co.
 Davey Tree Expert Co.
 Detroit Steel Products Co.
 Frigidaire Corp.
 General Electric Co. (Refrigerator)
 Hammond Clock Co.
 Home Incinerator Co.
 Geo. A. Hormel & Co.
 Iron Fireman Mfg. Co.
 Kellogg Co.
 Mohawk Carpet Mills
 Philadelphia Storage Battery
 Postum Co.
 Quaker Oats Co.
 Radio Corporation of America
 Simmons Co.
 Temple Corp.
 Seth Thomas Clock Co.
 Vichy Celestins
 Victor Talking Machine Co.
 Warren Telechron Co.

Canada Steamship Lines Ltd.
 Canadian National Rywa. Co.
 Canadian Pacific Ryw. Co.
 Cunard Steamship Co., Ltd.
 Dollar Steamship Line
 French Line
 Hamburg American Line
 Hawaii Tourist Bureau
 The Homestead
 Indian State Rywa.
 Int. Mercantile Marine Lines
 New York Central Lines
 Panama Mail Steamship Co.
 Pennsylvania Railroad
 Raymond & Whitcomb Co.
 Southern Pacific Co.
 Swiss Federal Rywa.
 Union Pacific System
 U. S. Lines

American Blower Corp.
 American Sheet & Tin Plate Co.
 American Tel. & Tel. Co.
 American Water Works & Electric Co.
 Austin Co.
 Bush Terminal Co.

Cast Iron Pipe Research Assn.
 Central Alloy Steel Corp.
 Combustioneer, Inc.
 Cutler-Hammer, Inc.
 Dock & Terminal Engineering Co.
 Edison Mazda Lamp Works
 Finnell System, Inc.
 General Box Co.
 General Electric Co.
 Geude, Paeschke & Frey Co.
 Ilg Electric Ventilating Co.
 International Fire Equipment Corp.
 International Tel. & Tel. Corp.
 International Ticket Scale Co.
 Kentucky Oxygen-Hydrogen Co.
 Kohler Co.
 David Lupton's Sons Co.
 McCord Radiator & Mfg. Co.
 Modine Mfg. Co.
 Nat'l Lamp Works
 Nat'l Lumber Mfrs. Assn.
 Norton Co.
 Pneumatic Scale Corp. Ltd.
 Republic Brass Co.
 Robbins & Myers, Inc.
 Sandusky Cement Co.
 Sheet Steel Trade Extension Committee
 S. K. F. Industries
 Stromberg Electric Co.
 Temporator Co.
 Thomas Steel Co.
 Trane Co.
 Truscon Steel Co.
 U. S. Gypsum Co.
 Western Electric Co.
 Westinghouse Electric & Mfg. Co.
 Weyerhaeuser Forest Products
 Wheeling Steel Corp.
 Williams Oil-o-matic Heating Corp.

A. C. Allyn & Co.
 American Appraisal Co.
 American Commonwealth Power Co.
 American Founders Group
 Babson Statistical Organisation
 Brookmire Economic Service
 Geo. H. Burr & Co.
 Caldwell & Co.
 Canal Bank & Trust Co.
 P. W. Chapman & Co.
 Citizens Trust Co.
 Ernst & Ernst
 First National Bank of Boston
 Fiscal Securities Corp.
 General Surety Co.
 Guaranty Trust Co.
 Halsey, Stuart & Co.
 Hornblower & Weeks
 Insurance Shares Corp.
 Investment Research Bureau
 McNeel's Financial Service
 Manufacturers & Traders—Peoples
 Trust Co.
 Marine Trust Co.
 Middle West Utilities Co.
 National City Co.
 New York Trust Co.
 Niagara Hudson Power Corp.
 Northwestern National Bank

G. L. Ohlstrom & Co.
 Old Colony Trust Co.
 Otis & Co.
 Public Service of Northern Illinois
 S. W. Straus & Co.
 The Tillman Survey
 Aetna Life Insurance Co.
 John Hancock Mutual Life
 Insurance Co.
 Insurance Company of North America
 Metropolitan Life Insurance Co.
 Phoenix Mutual Life Insurance Co.
 Provident Mutual Life Insurance Co.
 Prudential Life Insurance Co. of America

American Weekly
 Campbell-Ewald Co.
 Encyclopedia Britannica
 Erwin, Wasey & Co.
 Ray D. Lillibridge, Inc.
 McGraw-Hill Pub. Co.
 Oregon Journal
 Pacific Coast Hearst Newspapers
 Frank Presbrey Co.
 Science News-Letter
 Scripps-Howard Newspapers
 Simon & Schuster, Inc.

Acme Card System Co.
 Addressograph Co.
 Aluminum Co. of America
 American Multigraph Co.
 American Writing Paper Co.
 Art Metal Construction Co.
 Automatic File & Index Co.
 Alvah Bushnell
 Burroughs Adding Machine Co.
 Central Ohio Paper Co.
 Clemensen Co.
 Crane & Co.
 Dictaphone Sales Corp.
 Do More Chair Co.
 Esterbrook Pen Co.
 Eberhard Faber Co.
 General Fireproofing Co.
 General Office Equipment Co.
 E. F. Hauserman Co.
 Geo. Lalonde & Son
 Manifold Co.
 Marchant Calculating Machine Co.
 Mills Co.
 Parker Pen Co.
 Postage Meter Co.
 Powers Accounting Machine
 Remington Rand Business Service
 Sanford Mfg. Co.
 Stationers Loose Leaf Co.
 Trussell Mfg. Co.
 U. S. Envelope Co.
 Yawman & Erbe Mfg. Co.

American Optical Co.
 Bell & Howell Co.
 Colt's Patent Fire Arms Co.
 J. C. Degan, Inc.
 Eastman Kodak Co.
 Marshall Field & Co.
 Folmer Graflex Corp.
 Gruen Watch Makers Guild
 Alexander Hamilton Institute

Hartmann Trunk Co.
International Correspondence Schools
Society of American Florists

Bristol-Myers Company
Forhan Company
Hanovia Chemical & Mfg. Co.
Lambert Pharmacal Co. (Listerine)
Nat'l Health Appliances Corporation
Parke, Davis & Co.
Sanitarium Equipment Co.
E. R. Squibb & Sons
W. F. Young, Inc.

American Tobacco Co.
Art Metal Works
Axtom-Fisher Tobacco Corp.
Brown & Williamson Tobacco Corp.
Cluett, Peabody & Co., Inc.
Colgate, Palmolive-Peet Co.
Dunlop Tire & Rubber Co. (Golf Balls)
Field & Flint Co.
Gillette Safety Razor Co.
Hamilton Watch Co.
Houbigant, Inc.
Johnston & Murphy
Krements & Co.
Lee & Schiffer, Inc. (Rolls Razor)

Lambert Pharmacal Co.
(Shaving Cream)
Liggett & Myers Tobacco Co.
P. Lorillard Co., Inc.
Magazine Repasting Razor Co.
Mennen Co.
Philip Morris & Co.
R. J. Reynolds Tobacco Co.
A. G. Spalding & Bros.
Wade & Butcher Corp.
John Wanamaker

Barcelona Exhibition, 1929
Believers in Jacksonville
Californians, Inc.
City of Atlanta
City of Galveston
Duke Power Co.
Industrial Dallas, Inc.
Kansas City Chamber of Commerce
Los Angeles Chamber of Commerce
Louisville Industrial Foundation
New Orleans Assn. of Commerce
Oakland Chamber of Commerce
San Antonio Municipal Adv.
Commission
Tulsa Chamber of Commerce



FOLLOW-THE-LEADER *advertising is often foolish. Often it is wise—once you have followed the leader's reasoning. . . TIME'S story is an open book. What do you want to know about it?*

TIME

THE WEEKLY NEWSMAGAZINE

300,000 (AV. NET PAID) GUARANTEED FOR 1930
1929 NET REVENUE GAIN 125%+ : LINEAGE GAIN 80%+



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Pay Employees for House Magazine Articles?

NEW YORK

Editor of PRINTERS' INK:

We enclose herewith the September issue of our house magazine. It is a strictly technical paper, distributed gratis each month to a list of chemists, dyers, executives of mills, teachers, school libraries, etc.

The original articles are contributed by chemists and salesmen in our organization. The question of remuneration for these men has arisen (to date they have not been paid for their articles).

Will you be good enough to give us an opinion on the advisability of compensating employees for such articles as these?

WE have queried a number of prominent industrial concerns on their policy regarding the remuneration of employees for contributions to house magazines. The replies reveal the fact that it is not customary to pay employees for editorial contributions to technical house magazines.

In three instances, however, prizes are being awarded for certain kinds of contributions. This seems to be the only direct incentive offered.

The policy of E. I. Du Pont de Nemours & Company, as explained by E. R. Manchester, editor of the "Du Pont Magazine," is as follows:

It has not been the practice of this company to remunerate employee contributors to the "Du Pont Magazine." Our staff of regular contributors is largely made up of the advertising managers of the various departments, divisions and subsidiary organizations of the company. They prepare copy as a part of their regular duties and are compensated by monthly salaries.

The same practice applies in the case of sales representatives who write articles for us. These men understand that if they are assigned to prepare articles, it falls within the scope of their duties to collect the necessary data and do the work. It is part of their job.

One of the departments of the company throws out a special inducement to its salesmen in order to encourage their best efforts. They are awarded \$25 for each article published in the "Du Pont Magazine," if it is subsequently reprinted in any one of a number of selected trade publications. Quite a number

of salesmen have earned special recognition in this way.

L. J. Lewery, of the Armco International Corporation, tells us:

Until recently all the articles contributed for the "Pure Iron Era" by domestic or foreign representatives of the Armco International Corporation were sent in gratuitously and without expecting any reward.

Recently, however, we have adopted a plan of offering a prize for the article considered by the editorial staff to be the most interesting or valuable contribution, in each issue of the "Pure Iron Era." We believe that the competitive element thus introduced, together with the hope of winning the prize, will provide an additional stimulus for the members of the Armco organization.

The editor and the members of the editorial staff at headquarters are barred from this competition. Just how it is going to work out we are not as yet in a position to say, save that it has aroused a good deal of interest.

The United States Pipe and Foundry Company publishes "The U. S. Piper" and has still another plan. Ralph M. Shaw, Jr., editor of the magazine, tells us that he has been considering for some time a form of remuneration to contributors which would be satisfactory to both sides. Up to the present time, however, contributors receive no cash remuneration. A photographic contest open to all persons connected with the sales department is conducted and a prize is given at the end of the year for the best photographs submitted. With the photographs submitted, a descriptive article is enclosed and many of the articles published in "The U. S. Piper" are received in this manner.

In all the other replies to our query we are told that employees are not paid for editorial contributions. C. W. Kalbfus, advertising manager of the Elliott Company, says: "We have been publishing our house organ, "Powerfax," for seven years and have maintained a policy of not paying employee contributors. In fact, in our seven years' experience we have only paid one outside contributor that I know of, and we have had outside contributions by way of articles in the amount of perhaps ten or a



ADVERTISING TO

IN THE B U

IS G C

MANUFACTURERS of industrial equipment and plant know how to reach the engineer and production man most effectively and economically. They use industrial journals.

In no case can the expert be ignored. But not all the selling is done on the factory floor or in the drafting room. If the sale is important enough to involve the buyer's policies, earnings, or capital investment, the executive officers and directors must be dealt with.

These important men are drawn from every branch of business, usually because of general business ability rather than expertness in any specific industry. They may be bankers, retailers, or utility men, and—as such—know little or nothing of industrial equipment, but they do know their business

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G TO INDUSTRY

E BUSINESS WEEK

S GOOD ADVERTISING

policies and balance sheets. They have one, and only one, common interest—business. No matter how scattered their reading habits, they have one compelling need—business news. And because they are business men in the broadest meaning of the term, they can be influenced most effectively and economically through The Business Week.

As might be expected, The Business Week has an adequate—but not lop-sided—circulation in industry. It reaches the top men. But of equal or greater importance is an editorial and circulation spread as broad as business itself.

Advertising important industrial equipment and plant in The Business Week is sound sales strategy.

BUSINESS WEEK

NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT
ST. LOUIS • PHILADELPHIA • BOSTON • CLEVELAND
GREENVILLE • LOS ANGELES • DALLAS

A MCGRAW-HILL PUBLICATION

dozen. Outside contributors have given us articles evidently for the advertising value to themselves. In most cases, the outside contributors have been consulting engineers describing some of their own engineering work in power plants where our equipment was installed."

It is contrary to the policy of The Timken-Detroit Axle Company to remunerate employees who contribute articles to the "Timken Magazine." The company feels that every employee is a potential salesman for Timken axles and that any article that he contributes is an effort along this line.

Of articles published in "The Turner Constructor," issued by the Turner Construction Company, A. C. Tozzer, executive vice-president, says: "We have never reimbursed an author, with the feeling that he receives due publicity for his work, and he has all of the data of the company available in its preparation. These articles are generally prepared by a department head, or a person who is closely connected with the work described so that he is glad to write the same without thought of pay."

Neither does The Sperry Gyroscope Company pay employees for

any contributions to "The Sperry-scope." Up to within the last two years most of the articles have been contributed by various people in the organization. This condition, however, started to change about when the pressure of business became so great that it was unreasonable to ask employees to do this work in addition to their regular day's schedule. It was necessary, therefore, to assign a man whose primary duties are partly to take care of work of this character. This is, of course, in addition to the editor of the magazine who also has charge of all of the company's advertising, publicity and publication work.

The Texas Company publishes "Lubrication" for technical men interested in lubrication problems. R. B. Newcombe, supervisor of company publications, advises that it is not the editorial policy to invite direct or signed contributions from employees of The Texas Company.

This house magazine is prepared under the supervision of the Technical Division and developments of technical interest are handled by the editor himself.—[Ed. PRINTERS' INK.]

Shuler's Four Stages

THE big devilled ham and gelatine men at the Mayflower Hotel, Washington, listened to Loring Shuler, editor of *Ladies' Home Journal*, tell how their advertising had changed in the last thirty years. It has passed through four stages, said this editor.

1. The Whisker stage.

In those days the food manufacturer believed that a picture of himself with whiskers was an inducement to the consumer to buy flour or pickles.

2. The Factory stage.

Later on in the development of advertising it was considered a sufficient inducement to run a picture of the jam factory or the pickle itself to make the consumer exchange money for food products.

3. The Use stage.

Then came the time when the advertiser illustrated the use of his

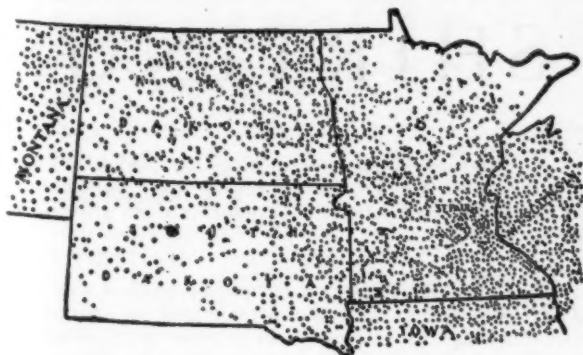
product, ladies in evening gowns pushing vacuum cleaners, children eating goodies in pantry.

4. The True Consumer stage.

In this stage, now present, the advertiser uses true consumer copy by placing emphasis on the results of the use of his product. Contented husbands full of pancakes. Ladies at bridge party raving over chocolate cake. Smiling children stuffed with peanut butter. Mother tripping down street on way to first show because the new sink cleaner saved so much time.

Mr. Shuler suggests as the next, or fifth, stage that the advertisers tell what they are doing to make possible the good results of use of product. Thus the copy angle might take the results of work in the research laboratory for the consumer's benefit and tie it up with the appetite appeal.

THE DISPATCH - PIONEER PRESS BLANKETS THE NORTHWEST!



Each dot on the map represents a town in which there are Dispatch-Pioneer Press subscribers.

These Papers
Are Circulated in
2,672 or 80%

of the 3,363 Towns in Their
Great Northwest Circulating
Area, as Shown on This Map.

St. Paul Dispatch - Pioneer Press

O'MARA AND ORMSBEE, Inc.

General Advertising Representatives

New York Chicago Detroit Los Angeles San Francisco

Fabric-Consciousness

Makes a \$55,000,000 Market for

SHIRTINGS

*F*OR the manufacturer of shirtings the market lies entirely within the trade. And for definite reasons it is a market unusually keen in its choice of fabrics. It comprises three groups of purchasers.

The CUTTER-UP, or manufacturer of finished shirts, constitutes almost the entire *direct* market for shirtings. The quality of so staple an item as a shirt is largely inherent in the quality of fabric from which it is made. For this reason the cutter-up exercises a more-than-usual care in the selection of materials. And he is, as the experiences of advertisers have shown, unusually responsive to demonstrable superiority in such points as color-fastness, non-shrinkableness, and fast-selling pattern or color.

The JOBBER, who distributes a portion of the finished output of shirts, is similarly forced by the staple nature of this commodity to sell fabric, color and pattern as major talking points.

The RETAILER buys some shirts through jobbers but the major portion direct from the cutter-up. Serving a public which is in most cases a steady and intimate clientele, he pays particular attention to fabric in the selection of an article which he knows will receive the hardest wear and the hardest washing. In many cases (especially among large retailers) he actually specifies the fabric of a certain manufacturer—so important does he consider

THE FAIRCHILD

8 EAST 13th ST

DAILY NEWS RECORD MEN'S WEAR
FAIRCHILD'S INTERNATIONAL (PARIS)

FAIRCHILD TEXTILE-APPAREL AND
RETAILING STYLE SO

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material. And in every case, large or small, he is definitely concerned with the quality and style of fabric.

There are two mediums by which the manufacturer of shirtings can reach this market:

1. Daily News Record, the most powerful paper in the textile-apparel industry, presents a thorough vertical circulation which reaches every important factor in the industry. Its coverage of the wholesale trade is complete; it is in addition the principal paper of the cutting-up trade in men's and boys' wearing apparel. It should serve as the foundation of any important advertising campaign designed to reach any division of the dry goods industry.

2. Men's Wear, the Fairchild semi-monthly magazine of retailing in male wearing apparel and accessories, reaches every important

ANNUAL PRODUCTION OF SHIRTINGS

<i>Cotton</i>	\$38,953,426
<i>Rayon-and-cotton</i>	15,438,542
<i>Silk-and-cotton</i>	1,045,202
	<hr/> \$55,437,170 <hr/>

retailer of clothing, haberdashery and furnishings, as well as the men's wear departments of large stores the country over. It offers a means of reaching, with a single medium, the great bulk of the men's retail trade. In any advertising campaign to promote the sale of any item in men's apparel its place is undisputed.

The Fairchild Market consists of the readers of seven publications aggregating 124,520 in circulation.

These publications, with a collective readership in excess of 400,000, dominate the textile and apparel industry vertically from raw material to retail counter, horizontally from lingerie to linoleum. Their dominance is based upon a vitality of editorial content which commands the close attention of every important factor in the industry. In terms of buying power, the Fairchild Market represents the great bulk of the total present and potential market for the things which America wears or uses for decorating its homes. For every product there is a portion of the Fairchild Market of primary importance. Our Market Research Department is at your service, to tell you in detail how most effectively to reach the distributors of your product by the selection and cultivation of that part of the Fairchild Market which will yield you the biggest returns.

PUBLICATIONS

NEW YORK, N. Y.

MEN'S WEAR DAILY FAIRCHILD BULLETINS (LONDON-PARIS)
 FAIRCHILD TRADE DIRECTORIES MAN and his clothes (LONDON)

The Naive Volunteer

Those Helpful Letters That Advertisers Get from Lay People Who Know All About Advertising

By Geo. P. Metzger

Vice-President, Hanff-Metzger, Inc. (Advertising Agency)

IF these letters do not speak for themselves it must be because one doubts their genuineness, not that they fail to reflect the "outside viewpoint" and the different slant" and the well-known "new angle" as these factors are now and then brought to the attention of advertisers.

Nov. 18, 1928.

MR. YALE TOWNE LOCK, DEAR SIR:

I am Japan student of United States in Honorable University at Michigan. Mental ideas have valuable of everywhere. How many value have idea of prominent firm to advertise? I ask. How you never have show honorable college of Yale when you print it "Yale Marked Are Yale Made." How much I charge for that idea? You tell. I have keep this letter a copy of it so not say it are loose!

Hoping you are similarly,

NICHI TOKOGAWA.

BRANDON, VT., JA. 3, 1929.

DEAR SIR:

Somebody is gypping you on your art work. I don't mean charging you too much for it, I mean not putting enough stuff into your pictures. I been looking at a lot of Yale Lock ads and believe me you are missing *some tricks*. I can come down there and show you how to get from three to seven people into every picture you print. Sometimes you don't get in more than a couple of babies or maybe two full-sized guys and sometimes not a blame humane being. That closet ad you had was rotten. "What's inside that closet?" That was the heading and you ought to hear what some of the boys that saw it said what was inside of it. Of course you didn't mean nothing like that but that wasn't what I meant by rotten. You had nothing *but* room in that ad to put in a plenty peppey stuff. Now I paint some of the snappiest signs in this

burg and believe me there is nothing like them around here. I ain't afraid of plenty of paint. Why don't you give that Yale Lock outfit a run for their money? I could come down to N. Y. say for instants two days a month and make them Yale ads look like something different believe me and I don't want no fortune for it either.

I await your proposition but make it snappy.

Yours truly,

J. J. BRUSH.

* * *

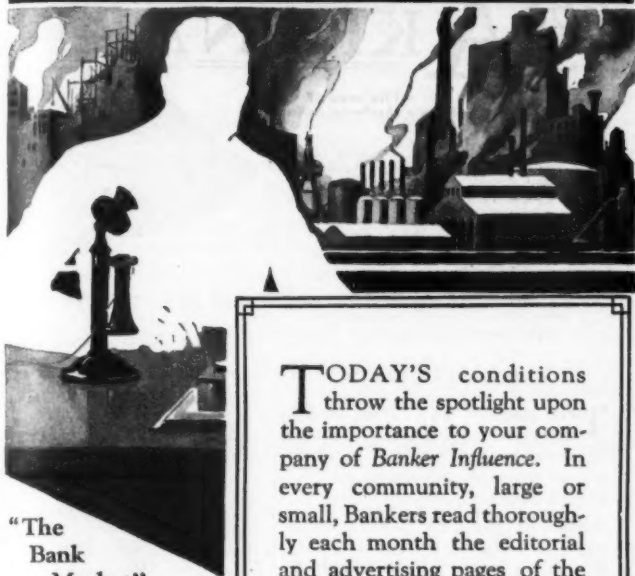
GENTLEMAN:

How much do you pay for ideas?

I have a perfectly *wonderful* idea. Nothing like it has ever been thought of. My nephew by marriage is an advertising man—he carries a sandwich sign down on Ann St. every day that advertises the Speedup Quick Lunch and he says this is the grandest idea he ever seen. This is the idea: It is to get two big spenders like for example Yale Locks and Paramount Pictures to join up. Take it like this: Yale Locks spend may be \$1,000,000 for advertising and Paramount Pictures spend another \$1,000,000 sure. That is \$2,000,000. My idea is to get Yale Locks and Paramount Pictures to take \$1,000,000 for advertising, both together! Make their advertisements so they say Yale Locks and Paramount Pictures all in one. See? Make a picture of a man and a lady sitting in a movie. The lady says, "Abe, did you lock the door when we came out? This would be just the night when burglars will be 'round, because they know *Paramount Pictures* are on tonight." And the man says, "Lay off, Lena. The lock locks itself. It's a *Yale Lock*. And no burglar would even try to break a *Yale lock*."

Do you get it? Just as good for Paramount Pictures as it is

PUT THE BANKER IN YOUR PICTURE



"The Bank Market"

In directing your advertising to Bankers you reach not only the stable market composed of the outstanding banks of the country, but in addition to bank officers your message goes into the minds of the directors or directing heads of 50,000 major businesses.

• • •

Alden B. Baxter,
New York.

Charles H. Ravell,
332 South La Salle St.,
Chicago, Ill.

Cupit & Birch,
Kohl Building,
San Francisco, Cal.
846 So. Broadway,
Los Angeles.

TODAY'S conditions throw the spotlight upon the importance to your company of *Banker Influence*. In every community, large or small, Bankers read thoroughly each month the editorial and advertising pages of the *American Bankers Association Journal*. Tell your company's institutional story to Bankers so they may be aided in counselling investors and in advising wisely with regard to purchases on the part of outstanding industries in which they are directors or directing heads. *Banker Influence* can be helpful to you now.

AMERICAN BANKERS Association JOURNAL

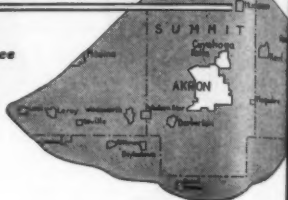
110 E. 42nd STREET NEW YORK CITY

Edited by James E. Clark

The AKRONARIA

—The area of
Akron's Business Influence

BEING a compendium of useful information about Akron and Akronaria, published E.O.W. as a part of "Printers' Ink" by the Times-Press, of Akron, Ohio.



ISSUE OF NOVEMBER 14, 1929

NO. 21

THE TIMES-PRESS

TO AUTO MEN

THE Akron Times-Press and the Sunday Times offer advertisers of automobiles an opportunity which is unsurpassed anywhere in the United States.

Publishing the only Sunday newspaper in this great market, The Sunday Times is naturally the log-book



of the automobile business in Akron. Dealers look here regularly for news of the industry. Consumers—your prospects—look here for information

about the new automobiles on sale in Akron. Nowhere else on Sunday—the most important day in the automobile week—may they find the information which they seek, locally, and naturally on this day.

More than 450,000 lines of automotive advertising have appeared in the Sunday Times so far this year. The 7-day Times-Press over the 1,000,000 line mark.

And in the first ten months of 1929 the Times-Press published 30% more automobile advertising than in a similar period of 1928.

—Concrete evidence that automobile manufacturers and dealers realize their opportunity to sell the Akron market thru the Times-Press and Sunday Times.

MORE BUSINESS

New accounts scheduled in the Times-Press last month include these well-known products:

Van Camp Bean Hole Beans, the Seeds; Fuller Brushes, thru Martenach; Van Yahres School; Lincoln National Life Insurance Co.; Vitol Laboratories, thru Nesbitt S.

Nov. 14,

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rice; Karavan Coffee; Henry George Cigar, thru Aitkin-Kynett Co.; La Lasine, thru Wales; American Institute, thru R. B. Newell Co.

MARKET CRASHES

The recent stock market crashes have created more interest than usual in financial news. At the close of each day's trading Akron men anxiously consult the financial pages of the Times-Press.

Here they find the complete New York Stock Quotations, New York Curb Quotations, New York Bond

Quotations, New York Curb Bond Quotations, United Press Financial Editor, Elmer C. Walzers' review of the day's trading, Murfey, Blossom & Morris' Market Letter and other news that gives a complete picture of what has taken place.

Complete and accurate financial pages have attracted Akron men to the Times-Press—and made friends of them.

Because these men are our friends, here—in Times-Press advertising columns—is a remarkable opportunity to sell men's clothing, haberdashery, automobiles, tobacco and radio products, sport-equipment, "et so forth."

A tangible evidence of sensational growth. Outgrowing its quarters in five short years, the Times-Press will move into this new home about June 1, 1930.

**Akron Is Not in the
Cleveland Market
—It Stands Alone**

AKRON TIMES- PRESS

Akron's best
daily and only
Sunday newspaper



SCRIPPS-HOWARD

National Advertising Department, Scripps-Howard Newspapers, 230 Park Avenue, New York; 919 N. Michigan Avenue, Chicago; Detroit, San Francisco, Dallas, Buffalo, Los Angeles, Atlanta, Philadelphia

for Yale Locks. And \$1,000,000 saved. That is, \$500,000 saved by Yale locks and \$500,000 saved by Paramount Pictures.

Now I think it is only fair for you to send me a check for 5 per cent of what both companies save. Please have the check certified. So I will thank you to send me the check by return mail for \$25,000 dollars. I have showed my idea to my nephew and his name is on the back, so if you try to steal it I shall sue you for twice as much and if you don't answer right away I shall know by that you intend to steal it and I will send my idea to Mr. Carbin.

MRS. SIMON COOPMAN,
4036 3d Ave., Bronx, N. Y.

* * *

IDAVILLE, INDIANA, APRIL 7, 1929.
GENTLEMEN:

I have had only three lessons in my course of advertising in the Upstate Correspondence School and already I can see that I am in the Right Game. I can easy enough improve most of the advertising that is being printed. So I don't mind making some money as I go along and so I write to see what arrangement you will make to pay me a regular monthly sum per month and I will send you all my ideas. I know you need ideas all the time, but how much will you pay, that is the question. Take for example that Yale Lock add with the picture of the spook butler and the man coming in the door. "You don't see the door-man but he's there." You had that heading on it. That was punk. You didn't work in any psychology at all. What that add needs is what I call the "psychology of action." Something with some speed in it. I will describe just what I mean as soon as I receive an acceptable proposition from you.

Yours for action,

Y. B. YOUNG.

* * *

SING SING, N. Y., JAN. 13, 1929.
DEAR SIR:

Now I been studying up something easy to dab around with when I get out of this here dump that won't be no harder than my regular Game and easy money into it

and all that and I made up my mind they never can be no easier jack in the cock-eyed world than what you advertising stiffs get. I want to ast you to hold a place open for me when my Time is up three years from next April. You won't find no guy can pull no slicker stuff for advertising them there Yale Locks than I can pull I am up here back of one of them locks right here this minute, and I have done a lot of studying that there lock I'll tell the world. And I got sent up here because I was goof enough to try to get by one of them on a garriage down at Sheepshead and the Bulls pinched me. I might of known better but I was too stubborn and I used the old button-hook and the jimmy-iron and the like of that till I was blue in the mug and as I say I stayed too long. That's me all over—I stay too long. That's just what I am doing here in this place, too, staying too long. But anyways I been reading all youre ads about Yale locks and if I can't dope out better goods than them there ads I don't want no jack at all. Take that there ad you had *Protected by a Name*. Protected my eye. That ain't got no jazz to it and it ain't true at that. The Cap that took my thumb prints he ast me Whats youre name and I said John Doe and it didn't protect me none. What them Yale guys needs is somebody that knows the burglar's side of the lock business, and what I don't know about that ain't there. Hoping to here from you and hoping to see you here sometime.

NUMBER 1313.

* * *

GILBERTVILLE, IOWA, MAY 29, 1929.

DEAR SIR:

We, the undersigned, who have in our charge the Business Department of the Annual Year Book of the Gilbertville Academy for Young Women, Class of 1929, have already written once to request that you contract for at least one full page of advertising for Yale Locks, which, being a college name, what could be more appropriate?

Our attention has been called to the fact that our only response has been a letter which although cour-

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teous did not enclose the signed contract. Now we know that advertisers expect to be "followed up," etc., etc., but we must positively "go to press," as it is termed, within three weeks from this date and really we are extremely busy. So we held a meeting and have decided to agree to write the advertisement ourselves (the "copy") which, although it cannot of course be in the nature of true literature, may still not prove too injurious to the literary style of the Author if not indulged in too promiscuously. The "copy" we shall write will "strike a new note" in Yale Lock advertising, none of which has so far, according to our observation, risen to the possibilities of an appeal to the Women of our fair land. Every Yale Lock advertisement you publish has seemed so very masculine, if you know what we mean.

So we re-enclose another blank contract in case the first one has been mislaid, which please return properly filled out and signed immediately. We cannot grant you what is known as "special position" if there is any further delay.

OLIVE PITT GLASS, Chairman,

DAISY FIELD WHITE,

VICE Chairman.

LAURA GENEVIEVE MARSHALL,

Manager,

GEORGETTE MAIBEE TUCK,

Asst. Manager.

* * *

CRISFIELD, MD., MARCH 12, 1929.

"At the next public meeting of our Debating Club the subject for debate will be the following: *Resolved:* That humor in advertising is more valuable than seriousness. I have been assigned to defend the affirmative side of the question and I write to ask you to send me the clippings of all Yale Lock advertisements that have appeared during the last three or four years. This will be great advertising for Yale Locks because everybody in Crisfield will be there and the debate will probably be reported in full in the *Crisfield Weekly Banner*.

Yours truly,

BUCKLEY A. SHADD.

P. S.—Yale lock advts are humorous, are they not? If not, I can easily touch them up and make them funny, for I have that reputation here, and I am very good at same.

* * *

SKANEATELES, N. Y., JULY 16, 1929.
MY DEAR SIRs:

I am sitting here in my pleasant study, on this sunny Saturday afternoon, surrounded by my books, with my sermon for the morrow, as yet in embryo, as it were, and in running idly over the pages of my latest magazines in search of some thought that may enable me to draw nearer to the masses by a step or two, I find myself annoyed and disconcerted by the insistence of certain commercial establishments in forcing their wares upon my attention at such a time. Notable among these establishments is that of the Yale & Towne Manufacturing Company of Stamford, Connecticut, whose presentation of their trade-mark, not deemed to be sufficient in itself, must be gummed to my spectacles, as I may say, by their inescapable and reprehensible custom of not only printing it but actually *spelling it out* letter by letter for me. I do earnestly entreat you to persuade those in authority to do otherwise. I cannot think it a difficult matter to accomplish. In fact I am moved to demonstrate to you, by my own hand, how sound Culture, impinging upon Commerce, may be employed to conserve the high principles of Art and of Literature—and that without doing violence to the ultimate aim of the publication of the advertisement, which I assume to relate to the extension of the use of such products of mechanical ingenuity and human industry as that apparatus which you name a "hoist." In passing, may I not interpolate the comment, "What a rude word—'hoist'." Why not a name more euphonious for the identification of an article the application of which I may confess myself to be to a degree pardonably ignorant?

May I not ask you kindly to note the facility with which the

M E E T S A N D K E E P S T H E



INTO 1,375,000
GARDENED HOMES
EACH MONTH

FAMILY MENTALLY AT HOME

Come in *through the garden gate*

THE INFORMAL entrance to gardened homes is through the garden gate—used by advertisers in *Better Homes and Gardens* and other intimate friends of the family.

Neither fiction nor fashions won this unusual magazine its place in over a million family circles. Its sole appeal is to the natural interest in home betterment. It editorially selects families whose first thought is of their home and whose first purchases are the things that contribute to their home ideal.

The entire editorial content of *Better Homes and Gardens* suggests action and improvement. Families read it only because they want to know how to do—and get—things for their home. The spirit of "I want" that greets this magazine means a ready acceptance and response to your advertising suggestions.

There is no fiction to compete with advertising for reader attention—no fictional avenues of escape for reader interest. There is a close kinship between editorial content and your advertising message.

Better Homes and Gardens has opened the gates to more than a million home-loving families for scores of successful advertisers. Because gardens are badges of home interest and buying power, advertising results have been prompt and substantial. Readers of this magazine

BETTER HOMES & GARDENS

have the interest, the desire and the money to follow both its editorial and advertising suggestions.

trained mind applies itself to such a task as indicated by my remarks above set down? I will hardly dignify it by any such designation as "problem"—the formula is almost too obvious. Firstly, what are the attributes of the apparatus in question? Quite apparently, upon study, *power*, strength. Very well; you have books of reference available, I presume? Therefore—the apt quotation! The familiar proverb! Any other approach is mere floundering. What a presentation of *Power*, as one example, in good old William King's "Lines Upon a Giant's Angling," written far back in 1650, before the advent of these days of advertisement-laden periodicals:

His angle-rod made of a sturdy oak;
His line a cable which in storms
ne'er broke;
His hook he baited with a dragon's
tail,—
And sat upon a rock, and bobbed
for whale.

And what a stupendous picture is suggested by this line from Milton's "Paradise Lost":

Anon, out of the earth a fabric huge
Rose, like an exhalation. . . .

Again, as Cowper uses that word *Power*:

Nature, exerting an unwearied
POWER,
Forms, opens and gives scent to
every flower;
Spreads the fresh verdure of the
field, and leads
The dancing Naiads (no pun is in-
tended, I assure you) through the
dewy meads.

And Gray's immortal phrases in his *Elegy*:

The boast of heraldry, the pomp of
POWER.

What noble utilization of the word *Strength* was made by many, many of the Great Ones of Drama and Tragedy and English unde-
filed! Turn to our own dear Bryant and read:

. . . and who shall place
A limit to the giant's unchained
STRENGTH.

Now to Shakespeare in "Measure for Measure":

O, it is excellent to have a giant's
STRENGTH.

And to Thomas Middleton:

'Tis Sleight, not STRENGTH, that
gives the greatest life.

And yet again to Shakespeare, whose *Romeo* says:

The STRENGTH of twenty men.

Do you fail to discern that the apt quotation infallibly implies erudition? Likewise the familiar proverb, to which the double meaning so readily may be attached? Why struggle so violently to be original and modern in your commercial messages?

I shall feel that I have done well this day if I have shown you only how the proverb may elevate your advertisements even as your "hoist" as I now see it does, elevates inert materials. With which not badly-turned phrase, if I may direct your attention to it, I am and remain,

Yours most sincerely,
(REV.) G. WATT BELLOWES.

C. M. Heintz Heads Own Company at Los Angeles

Carl M. Heintz, formerly vice-president of Young & McCallister and Heintz, Los Angeles, lithographing and direct mail, and secretary of its holding company, Pacific Western Corporation, Ltd., has resigned to head a new merchandising and advertising concern, Heintz & Company, with offices at Los Angeles.

Appoint Diener & Dorskind

The Public Service Mills, manufacturer of ties, and the Supra Value Mills, manufacturer of shirts, both of North Bergen, N. J., have appointed Diener & Dorskind, Inc., New York advertising agency, to direct their advertising accounts.

Joins Erwin, Wasey Overseas

P. de L. Dyson-Skinner, formerly with the Crowell Publishing Company and *The American Weekly*, has joined the overseas organization of Erwin, Wasey & Company, Ltd.

M. V. Odquist Joins Glidden Company

Maurice V. Odquist, formerly advertising manager of Best Foods, Inc., New York, has joined the advertising staff of The Glidden Company, Cleveland. S. Cypress, of the Best Foods company, will take over the work formerly done by Mr. Odquist.



Will YOU Forget?

This year will you be one of the ten thousand firms and individuals that annually look forward to receiving the Isaac Goldmann Company calendar? Or will you forget to send us your name and address, like a friend who writes:

"I sincerely hope I am not too late with my request for one of your calendars. Due to moving and illness in the family it was an oversight that the enclosed card was not mailed. Have had one of your calendars beside my desk for three consecutive years and I miss it more than I can express."

While fresh and new in design, the Goldmann calendar for 1930 will still be old in years and sentiment—reflecting the keen, modern progressiveness of this firm against a background of 53 years' experience and accomplishment.

We are reminding you so you won't forget.

Isaac Goldmann Company

FOUNDED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST

NEW YORK, N.Y.

TELEPHONE

WORTH 6080



THIS page is equal in size to
8 inches by 2 columns of news-
paper space—a total of 224 lines.

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THE 100 leading newspapers in the 59 largest cities of the United States have a combined circulation of 17,654,429 copies.

Two insertions a week of a 224-line advertisement (the size of the opposite page) in these 100 newspapers would cost \$63,500 monthly.

A card—in color—in every Street Car of every one of the 59 cities *and all of the other hundreds of cities and towns in the United States*, with street car service, costs \$43,570 monthly.

Half Service—a card in every other Street Car of the United States—costs \$24,740 monthly.

An average of more than 40,000,000 passengers are carried by the Street Cars of the United States *every day*.

* * * * *

FOR staple products—the household chestnuts, the things that the majority of people think they know all about because they have bought and used them over and over again—there is no advertising medium at any price comparable with Street Car advertising.

The greater majority of people will not give up the time to the reading of advertisements in newspapers and magazines for unimportant items to which they are committed—in the Street Cars, with time to spare, they have nothing else to do, and *besides* they cannot turn the car cards from sight.

It takes *every-day* reminders and *every-day* suggestions to increase materially the consumption of the many household staples which compete *every-day* for part of the housewife's dollar.

H. Barnard

National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.

- ✓ "Coverage"
- ✓ "Editorial Merit"
- ✓ "Farm Values"
- ✓ "Markets"

**SOUTHERN
RURALIST
IN THE
South**

Check these—and other—factors in the
choice of farm papers.

**IN THE SOUTH, IT'S—
Southern Ruralist**

FIRST in total paid circulation;

FIRST in Editorial Merit;

FIRST in Coverage in the group of
states comprising the high-
est farm values and best
markets.

**Circulation
Guarantee**

650,000

100% Net Paid, No Arrears, No Bulk

Rate \$3.50 per line

SOUTHERN RURALIST

Serves Every Interest of the Farm Home

ATLANTA, GEORGIA

National Advertising Representatives:

E. KATZ SPECIAL ADVERTISING AGENCY

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Out in the Open

By Howard W. Dickinson

Can "Finance" wreck "Industry"?

IF I could impart even my own crude idea of the standing and importance of advertising in the modern economic picture, I know I should make a valuable contribution. The thing which turns intellectuals into socialists is a fear or lack of trust with respect to the degree with which "finance" recognizes or fails to recognize its communal responsibilities plus the fact that advertising has not "sold" its true economic value.

We believe easily what we fear or what we desire.
(La Fontaine)

"Finance" has great power to construct. Misdirected it builds its pyramid wrong side up. Advertising has great power to construct. Misdirected, it builds nothing at all, and under such conditions proves to be only an individual and limited waste of money. Even misdirected advertising does little harm except as it tends to injure the credit of advertising in general. That's bad enough but it can do comparatively little general harm even in that direction.

Our worries come from our weaknesses.
(Joubert)

The weakness of advertising lies in its inability to sell itself as copiously as the promotion of industry needs. To "finance" advertising is still a grudging concession to the need for influencing the public. This is very natural. We naturally rate our own specializations as high. Money seems to have almost the power of life or death to the ambitions of the inventive and promotive people.

The nearer any disease approaches to a crisis, the nearer it is to a cure.
(Parke)

But advertising is the one thing which can prevent speculative finance from wrecking industry from time to time. Speculative finance cannot always be controlled. A buying wave becomes a popular movement, temporarily profitable,

in which the stock markets, necessary as they seem to be, achieve a dangerous importance in people's minds. The wise financiers then see finance getting out of hand, and know that the cure is at hand; that in these days it comes quickly in form of a little rest—and that surgery is rarely needed.

Nothing that concerns a man do I deem a matter of indifference to me.
(Terence)

Advertising is the great stabilizing force, because it is where the public "talks things over." Advertising is not merely talking to the public. The machinery of advertising is so sensitive to echo that it can get and interpret the public replies or response. Advertising dictates that it shall carry a sincere note of intelligent conservation as well as a strenuous and persuasive note of promotion. Advertising, like finance, does not always recognize its communal obligation to be sincere. That is almost its only weakness.

Our Castle's strength will laugh a siege to scorn.
(Shakespeare)

In periods of financial stress advertising invariably shows, to those who will see, that it has benign power. How does it show that? Do distressed financiers rush to advertising as a savior? Rarely indeed. At such times they can't afford it. But the soundly progressive advertisers stick to the job and come through the crisis, more important and better established than ever. This has happened again and again. This may require the temporary use of a surplus, but every soundly run enterprise should have a surplus, and that is one of the most important places to use it.

Arrogance is the outgrowth of Prosperity.
(Plautus)

When times are piping with prosperity, finance dominates advertising, buys it because it needs it, and gets it at as near bargain rates as it can. If not as success-

ful as it should be, advertising is often blamed for the faults of management or of finance itself.

If all these things are true, why then does not advertising command universal recognition as the dominant business force that it is?

The answer lies in the fact that advertising sells itself poorly and with many unnecessary misgivings. Advertising on the grand scale is comparatively new, has hardly sensed its own power yet. Advertising on the small scale sold itself timidly, as a "little help." Advertising men only a few years ago were space brokers.

**Ay, rail at gaming—'tis a rich topic,
and affords noble declamation.**
(Ed. Moore)

Wall Street, that Hell of iniquitous gambling! Wall Street that beneficial provider of absolutely necessary finance for our bread and butter industries! Which is it? Why do the statesmen of the Corn Belt so often indulge in those old-fashioned tirades against the money markets? There's generally a reason for widespread resentment.

**It was well said that envy keeps no
holidays.**
(Bacon)

Raw material and farm produce prices themselves are always a gamble, whereas advertising has been able to maintain the prices of advertised commodities on a good profit level in spite of great distribution wastage. Our largest producing group, the farmers, see the converting and distributing group in enjoyment of a price insurance which they see no means of getting. That commodity price insurance comes from advertising.

**Power is queen of the world, not opinion;
but opinion makes use of power.**
(Pascal)

We have said before, "keep your eye on the farmer." He is out for the advantages which advertising gives to manufacturers. He wants to use advertising. Show him now. He has seen ingredient materials advertised, Armco Iron, Celotex, yellow pine, cypress, zinc, glass—many of them. He has seen this power come part way into his

own field in advertising—citrous fruits and vegetables. He is not skilled in co-operative action, but he proposes to be.

Our fears do make us traitors.
(Shakespeare)

Advertising today is the great stabilizing force as well as the great promotive force in our business world, because the world is made of buyers and sellers and advertising is where they get together. "Can finance wreck industry?" Of course it doesn't want to, and of course it couldn't if it did want to. The power of finance is great as long as it is applied with sound economics. It is never "finance" which wrecks people, it is their own fear and their own foolish ideas of finance which would wreck them sometimes if publicity in everything we do hadn't become such a quickly adjustable and efficient tool of industry.

"Bang," we say, "there is a situation which will wreck our business structure!" But it doesn't, any more. We see the situation; we talk it over; we make overnight adjustments. Perhaps we stop and take a long breath and we're back on the track.

Advertising has helped part of us to understand one another. As long as agriculture does not quite understand what finance is trying to do, and the great consuming and voting public doesn't quite understand what either agriculture or finance needs for the general good, advertising still has an important unfinished job ahead of it.

Believe it or not.
(Ripley)

Yes, believe it or not. Some day advertising is to become the stabilizing force to keep stock prices in line with stock values.

Maddux Airlines Appoint James Houlihan Agency

The Maddux Airlines, operating express and passenger transport service over Los Angeles-San Francisco, Los Angeles-San Diego and San Diego-Aguascalientes routes, has appointed the Los Angeles office of James Houlihan, Inc., Pacific Coast advertising agency, to direct its advertising account.

... the confidence of its readers ...

"**R**EADER confidence" is a phrase that is sometimes tossed off glibly. Here, by contrast, are two of countless instances of genuine reader confidence in *The News*.

H. J. Barneson & Co., members New York Stock Exchange, say: "The quotations in *The News* are accurate and for that reason we have decided to adopt them *for official use*."

Despite a price raise from two to three cents, the last publisher's statement to the A. B. C. shows a net paid circulation of 88,466, of which 75,073 is in the city of San Francisco. This is a gain of 3,111 daily over the preceding six months.

This reader confidence can be built up only on a basis of a good newspaper. The *News*, with its complete financial section, live sport section, thorough coverage of all the news, is a clean, conservative, metropolitan newspaper with a growing acceptability in San Francisco homes.

Advertisers are finding that the cultivation of this reader confidence is resulting in increasing returns.

THE SAN FRANCISCO NEWS

A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVE., N. Y. C.



MEMBERS OF THE AUDIT
BUREAU OF CIRCULATIONS
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and of
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
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The Pitfalls of Youth in Selling

New Salesmen Need Special Attention and Encouragement

By A. H. Deute

General Manager, The Billings & Spencer Company

HE wasn't more than twenty or twenty-one. He sat hunched up in the seat next to me on a train running from Hartford to New York. He seemed thoroughly discouraged. Even his sample case on the floor beside him had a mournful appearance.

"The trouble is," he was saying, "our house doesn't make a line. The buyers tell me they like us. They're friendly all right. But they don't order because they say that we're back-numbers in our line. I guess I made a mistake. I should have gone to work for a competitor of ours. He's got the play in New England!"

"Who told you that?" I asked him. "Your prospective customers?"

"Yes," he said. "They put me wise to a lot of things."

And there came back to me the story which William H. Dunn, of Montreal, told me some years ago. It had to do with his first experience as a salesman. He started out selling Pyle's Pearline in a market in which all the dealers told him that only Babbitt's cleanser was called for. Dunn said he was about ready to quit and get a job with Babbitt. Why not sell the line which people wanted?

But an old-time salesman gave him a little calm advice. So before actually quitting and trying for a job with Babbitt, he resorted to strategy and found out that the general run of buyers were taking undue and unkind advantage of his callowness. After some thought Dunn experimented. He walked into the first store he found. He did not open his case. He merely said to the dealer: "Mister, I want to talk to you about Babbitt's cleanser."

And the amazing answer was this: "Don't sell Babbitt's cleanser here. This is a Pearline country. Everybody here wants Pearline."

Dunn had - his facts. It was

proved to his own satisfaction that undoubtedly both items sold but that if you were offering Pearline the trade would say "Babbitt's" and vice versa. As a result Dunn took new courage and his sales of Pearline shot up.

Sometimes though it isn't as simple as that. The sales manager for an article of building material found that serious consequences of a long enduring nature resulted from leaving a discouraged, disheartened and thoroughly beaten young salesman in a territory.

"He seemed like a mighty good boy," this sales manager told me. "It was his first job on the road for us, though he'd worked in the plant for a year. We knew he was having a hard time, but it was a distant territory out of which we expected little. He was not costing us much. We felt he would come through in time. Experience would do him good."

"The youngster never complained. His letters showed that he was determined to stick it out. After many months of this we learned of a big contract to be closed shortly so we sent one of our best men to handle that deal. We didn't dare trust it to the boy."

The Objection Habit

An unusual condition had been allowed to develop. The buyers in that territory had become so used to objecting to this line that they had not only convinced the youngster that the line couldn't be sold, but they had convinced themselves that it was not much of a line.

In short, instead of the salesman selling the buyer, the buyers had succeeded in selling both the young salesman and, what was worse, selling themselves as well—and selling them off of the line.

As one stops to analyze this situation, it is not such a mystery. Here was a sincere, hard-working,

MULHEN

THE YAL

THOS. A.

PARAMO

WHITING

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I. OLLEND

A. & M. KA

THE BRAND

Para

—and common sense.

[The soundness and capacity of an advertising agency may be estimated also by the duration of its periods of service to its clients.]

MULHENS & KROPPF, INC., <i>No. 4711 Glycerine Soap and other Toilet Products</i>	1913 '14 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
THE YALE & TOWNE MANUFACTURING COMPANY, <i>YALE Locks and Hardware</i>	1914 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
THOS. A. EDISON, INC., <i>The Ediphone</i>	1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
PARAMOUNT FAMOUS LASKY CORPORATION, <i>Paramount Pictures</i>	1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
WHITING PAPER COMPANY, <i>Writing Papers</i>	1918 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
TERMINAL BARBER SHOPS, <i>"Where the Promise is Performed"</i>	1919 '20 '21 — — — — '28 '29
THE TEXAS COMPANY, <i>Texas Petroleum Products</i>	1920 '21 '22 '23 '24 '25 '26 '27 '28 '29
S.W. FARBER, INC., <i>Adjusto-Lite; Farberware</i>	1920 '21 '22 '23 '24 '25 '26 '27 '28 '29
BRILLO MANUFACTURING COMPANY, INC., <i>Brills</i>	1921 '22 '23 '24 '25 '26 '27 '28 '29
EDISON STORAGE BATTERY COMPANY, <i>Storage Batteries</i>	1925 '26 '27 '28 '29
PUBLIX THEATRES, INC., <i>America's largest chain of motion picture theatres</i>	1926 '27 '28 '29
KOLSTER RADIO CORPORATION, <i>Kolster Radio</i>	1927 '28 '29
G. CERIBELLI & COMPANY, <i>Brischt</i>	1927 '28 '29
THE GEORGE W. LUFT COMPANY, INC., <i>Tanges Lipstick and other beauty aids</i>	1927 '28 '29
McKESSON & ROBBINS, INC., <i>Pharmaceutical and Toilet Preparations</i>	1928 '29
ROYAL TYPEWRITER COMPANY, INC., <i>Typewriters</i>	1928 '29
DE FOREST RADIO COMPANY, <i>De Forest Audions</i>	1928 '29
NORTON DOOR CLOSER CO., <i>Door Closers</i>	1928 '29
I. OLLENDORFF CO., INC., <i>Ollendorff Watches</i>	1928 '29
A. & M. KARAGHEUSIAN, INC., <i>Rugs and Carpets</i>	1929
THE BRANDES CORPORATION, <i>Brandes Radio</i>	1930

Hanff-Metzger

Incorporated

Advertising

Organized, 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York



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REEN PA

1928 BANK DEBITS

— show how the Coast is stepping out

U.S.
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Pacific
Coast
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100% coverage, 1920 to 1928

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JUST BECAUSE ALL MONKEYS LIKE PEANUTS

In some parts of America the favorite breakfast food always was, and is now, salt-rising bread. We rugged westerners have learned to like our iced melon and Melba toast.

The difference between molasses and marmalade is partly caloric but largely social. Sometimes a mere State Line draws a boundary between people who favor dandelion greens as a salad and others who prefer and pronounce endive.

These are interesting reflections. They confirm a quaint conceit we are promoting—that advertising of quality food products works best in certain appreciative regions where helpful economic and social influences are active, and where the inhabitants are quicker to notice and respond.

On the Pacific Coast an astonishingly large proportion (62%) of our population is urban. The standard of living is very, very high. The average income is 55% higher than the national norm.

These are America's most active buyers, in a year-round buying mood—worth cultivating with a special schedule on top of your national campaign! Six Hearst papers are coverage.

PASTURES

HEARST

PACIFIC COAST COVERAGE



1,390,180 CIRCULATION FOR 1,560,000 FAMILIES

Six of the twenty-eight Hearst Newspapers read by more than 20,000,000 people

Morning & Sunday

LOS ANGELES EXAMINER
SAN FRANCISCO EXAMINER
SEATTLE POST-INTELLIGENCER

Evening

LOS ANGELES HERALD
SAN FRANCISCO CALL-BULLETIN
OAKLAND POST-ENQUIRER

earnest young man throwing himself against a group of buyers. At first they refused him curtly. As they came to know him it became natural to talk to him. And while at first their talk was made up of stock objections and excuses, gradually these stock objections became impressed upon their minds. They had used them so often on this salesman that they convinced themselves.

Tell a salesman about so many times that his product will not do well in your market, succeed in making the arguments impress themselves on the salesman, let them sell him out of your office, and before long you yourself believe those objections. Unconsciously they become deep-rooted convictions.

When finally this building material company realized what had happened and pulled the youngster out, it found that it would take heroic measures by an experienced man to overcome the condition which had been created.

For some twenty years a popular salesman had covered the New England market with a line of tools. In many ways he was better than his line. He obtained and held much business on the basis of his own personality.

A competing salesman on the territory some two or three years was waging an uphill war. Finally the old-timer retired. In his place the company sent out the son of one of its officials. There was nothing of the rich man's son accommodating the business world about the new salesman. He was tremendously in earnest about doing a good job. He was going into a territory which was producing more business than any other market of its size in the country. He had a real record to uphold.

But his competitor, who now was the "old-timer on the territory," began to reap his harvest. Many an order went from the one house over to the other.

The youngster was thoroughly discouraged. The house was upset and puzzled. There were whispers about the salesman being out there merely because of family connections—that he was plainly of no

account. In fact, numerous individuals connected with the business remarked that they had suspected as much right along.

Now, in a general way, it was not the youngster's fault. He was trying hard but did not realize what he was trying to overcome. The buyers who for years had bought on the old-timer's personality refused to admit it and were justifying their switching of lines by all sorts of "quality" and "service" excuses. Most of them were trivial, but they provided material for objections.

In this case the answer came through dragging the former salesman out of retirement and asking him to find out what was wrong. And the old-timer located the trouble during the first day's calls. The same feeling of loyalty which had brought the business to him was now carrying much of it to the new "old-timer" who was also a mighty decent chap and had hung on long and patiently. And there was so little difference between the lines that switching was easy.

Youngster Found the Answer

It is suspected that the old salesman rather relished the idea of his own one time value to the company. The youngster himself worked out the answer. In this case, it was fortunate that he had ample capital back of him. Had he been a poor chap, just getting his start, his plan would probably have proved impractical. As it was, he argued this way:

"For years we've been getting our volume on personality. Now we are losing much of it on personality. In each case it is unsound business. Nevertheless the condition exists. We don't know where we can lay our hands on an individual who will bring us immediately a personality which will get the business back. Let's try something else."

His territory was all within a hundred miles of the plant. It was at a time when automobiles were still curiosities and great luxuries. Taking a ride in an automobile was something of an outstanding event. It was as much of an event as a ride in an air-

WHEN one of your prospective dealers asks his banker for an opinion on the value of your dealer franchise

—what will the banker's answer be?

WHEN the prospective dealer asks his banker to finance the handling of your line

—what will the banker's answer be?

WHEN your dealer asks his banker to handle sales paper locally

—what will the banker's answer be?

WHEN a prospect asks the banker whether he will advise the purchase of your particular product

—what will the banker's answer be?

The banker's opinion carries weight—it "goes."

That's why many advertisers make sure the banker gets the facts first hand through the one magazine that reaches the important executives in EVERY bank in the United States and Canada.

The Burroughs Clearing House

SECOND BOULEVARD AT BURROUGHS AVENUE, DETROIT



573,065
copies

again!

THE KANSAS CITY
All-Time Records
Edition

THE KANSAS CITY

Evening 287,782

Morning 85,28

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KANSAS CITY STAR Breaks Its Records in Both Circulation and Advertising

Daily Average Net Paid Circulation
(morning and evening) for October

573,065 COPIES

Paid advertising (morning, evening
and Sunday) in October

3,036,265 LINES

The gain in circulation (morning and evening) over October of last year is 52,769 copies daily. The gain in advertising is 368,074 lines.

In the first 10 months of 1929 The Kansas City Star (morning, evening and Sunday) carried 26,136,543 lines of paid advertising, a gain of 2,412,741 lines over the corresponding period of 1928.

KANSAS CITY STAR.

Monday 585,283

Sunday 306,675

plane is today to the mass of people.

So this young salesman persuaded his father to buy him an outstanding car—one which was sure to make a real impression, even upon the man who rode now and then.

Equipped with this car, he started over the territory with just one main object in mind—to induce the purchasing agents and two or three of their cronies to climb into the automobile and take a run in to the plant.

The plan was highly successful. Buyer after buyer made the trip. If he could not go at once, an appointment was made for a later day, often with some of the buyer's family coming along.

And inside the plant arrangements had been made to give the buyer a real reception. He met the heads of the company, the shop officials, the various department heads and probably for the first time in his career the company's lines were placed before him on a quality and value basis. The automobile supplied all the personality. The merits of the line were given full play.

Two Types of Salesmen

"There are two types of young salesmen who call on me," a buyer told me last week. "One type knows everything—can't be told anything—probably never will learn anything. Chances are he won't last long.

"Then there is the other type—studious, thoughtful, earnest and plainly anxious to get some place. This latter type again falls into two groups—those who are probably due to make good and those who are going to become drifters from job to job or get out of selling entirely.

"Looking at it from a buyer's standpoint, I assume that a salesman's manager will have much to do with his success or failure. Assuming that it is this latter type of young salesman who supplies the future successful salesman, we must realize that first of all these young men are sensitive. Get a young salesman who is so thick skinned that nothing can have any effect on him and the chances are

he will always be superficial at best.

"Now take the mentally alert young man who is sensitive to conditions around him and you have the type of man who will later on become the salesman who can work with the buyer, who can co-operate with the customers, who can really render that thing advertising speaks of so much as 'service.'

"But that type of young salesman feels the rebuffs which every salesman gets. As he grows more experienced, he realizes that they are not personal, nor are they directed against his house in a personal way. He will learn that more often than not his own failure to understand the situation results in his inability to put before the buyer facts and figures which might have swung the order his way. Until he is older and more experienced, he lacks the background upon which to build his sales approach and from which he can successfully plan the development of a small customer into a large one. Those things come with experience."

One of the hardest things for many young salesmen to learn is that as the number of professional buyers increases, the amount of buying which is done through weighing quality and service against price is also on the increase.

A New England buyer said to me recently: "More often than not when we are in the market for a certain article, it is possible to buy it from a half dozen houses and a half dozen salesmen are anxious to get the order. I know in advance that five out of those six men are going to be disappointed.

"There is one type of sales mentality which comes into play at such times and which causes me to feel inclined to take such men right off my list, and that is the salesman who makes it a personal matter—the man who shows in every way that he is annoyed. Such salesmen are poor losers. No salesman can afford to be a poor loser.

"I had occasion to buy a number of fire extinguishers a short time ago. It was practically a toss up. In fact, there was so little to throw

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the order one way or another that it was possible to keep in mind that the one salesman had gone to a lot of pains making a careful survey of the plant some months earlier and write a really worthwhile recommendation. We were not in position to follow his recommendation in every detail, but there were many things worth while which he brought out. I was glad to encourage this man in keeping his eyes open for solutions and suggestions, so I gave him the order.

"When the order was placed, his closest competitor, another young salesman on the territory, dropped clear out of sight. I used to have a call from him every week. I didn't see him again for months. I heard from another salesman that the youngster was making our town regularly but was too peevish to come to see me.

"What the youngster must realize is that it is the buyer's job to see salesmen, just as it is the salesman's job to call. But the young salesmen must remember to try to make his visit interesting."

"Some of these days," a sales manager said to me recently, "I'm going to be able to afford a sort of a Freshman coach. All he will have to do will be to work with the men who have been with us less than a year. In a good-sized sales force, there are always a score or more of such men. If you would check up among twenty or thirty houses, you'd be startled when you saw the turnover. And you would be horrified if you were to add up the total amount put into getting, training and trying out the men who fail to make good and have to be dropped before the end of the first year.

"If you want to give yourself a cold chill, just make up a list of all the men who were hired during the last five years, who actually went on the road, but who were dropped, for one reason or another, during their first year. Then add up the money they drew for salaries and expenses. The amount will be staggering.

"The amount of money which it will take to hire this Freshman coach will be small. His job will

be to live with these men, write them all plenty of personal letters, encouraging them to put their problems up to him. In short, he will be a man who can realize the problems of the Freshman class among the salesmen and who can help overcome them, largely by letters."

Talk about the pitfalls of the young salesmen all you want—they all have them, always will have them—and they all seem new and original to the individual. To the man who has been through it all, nine out of ten can be quite easily overcome. But the youngster has a right to look to his house for the training which will permit him to avoid these pitfalls.

Death of E. E. Bartlett

Edgar E. Bartlett, for thirty-seven years publisher of the Rockford, Ill., *Register-Gazette*, died this week at Miami, Fla. He was seventy-three years old. Mr. Bartlett began newspaper work with the advertising department of the *Kalamazoo Telegraph* in 1879, later becoming business manager of that newspaper. In 1891 he joined the Rockford *Register-Gazette*, of which he became chief owner and publisher in 1901. He also was organizer and first president of the Illinois Daily Newspaper Association.

Changes in Staff of Wheeling Steel Corporation

H. B. Scott, manager of the tin plate sales division of the Wheeling Steel Corporation, Wheeling, W. Va., and N. C. Reed, manager of the Detroit office of that company, have been appointed assistant general managers of sales. They will be located at Wheeling.

J. L. Neudoerfer has been made general manager of sales.

New Accounts to Murray & Coe

Carol Brown, importer of hand-woven Irish woollens, and the Orthomec Company of New England, both of Boston, have appointed Murray & Coe, Inc., advertising agency of that city, to direct their advertising accounts. New England newspapers will be used on the Orthomec account.

Large Advertisers Urged to Defer Holiday Mail

The Post Office Department, preparing for the rush of Christmas mail, has urged post offices to request large advertisers to withhold heavy mailings of such matters as catalogs and calendars from December 10 to January 1.

Do You Want Authentic Radio Stations?

ADVERTISERS and AGENCIES using or contemplating the use of the facilities of stations individually for broadcasting purposes will find that we, as the authorized Eastern sales office for leading radio stations everywhere, are in a position to render reliable conscientious service for the stations.

Here you will find complete and authentic information concerning the stations who have seen fit to appoint us and also a great deal of supplementary information concerning the status of commercial stations everywhere. We list on the opposite page some of the important stations who have intrusted us with the responsibility of commercial representation in the East.

These stations and many others which we represent endeavor to keep us fully informed as to available time, detailed rate information, talent resources and costs, and facilities for electrical transcription, and also empower us to make contracts and collect money for them.

Surely if an imposing array of important radio stations have seen fit to place on our shoulders the full responsibilities for their sales representation in the East, advertisers and advertising agencies, for their dollar spent will obtain, in dealing through this office, a greater measure of station co-operation, for they are, in fact, dealing with the radio stations themselves.

We request consideration on the part of advertising agencies relative to their Eastern accounts — Use us as your clearing house for radio station information

SCOTT HOWE BOWEN Inc.

Telephone
Ashland 7356

274 Madison Ave., New York City

Information About

We represent the following radio stations:

ALABAMA Station
Birmingham **WBRC**

ARKANSAS
Hot Springs **KTHS**
Little Rock **KLRA**

CALIFORNIA
Hollywood **KFWB**
Los Angeles **KHJ**
San Francisco **KFRC**

COLORADO
Denver **KLZ**
Colo. Springs **KFUM**

CONNECTICUT
Hartford **WTIC**
New Haven **WDRS**

DIST. OF COLUMBIA
Washington **WMAL**
Washington **WJSV**

FLORIDA
Miami **WOAM**
Miami **WIOD**
Orlando **WDBO**
Tampa **WDAE**

GEORGIA
Atlanta **WSB**
Macon **WMAZ**

ILLINOIS
Chicago **WBBM**
Quincy **WTAD**

INDIANA
Fort Wayne **WOWO**
Indianapolis **WFBM**

IOWA
Cedar Rapids **KWCR**
Davenport **WOC**
Muscatine **KTNT**
Shenandoah **KMA**
Sioux City **KSCJ**

KANSAS
Wichita **KFH**

KENTUCKY
Covington **WKY**
Louisville **WHAS**

LOUISIANA
New Orleans **WDSU**
New Orleans **WSMB**

MAINE Station
Bangor **WLBZ**

MARYLAND
Baltimore **WCAO**

MASSACHUSETTS
Boston **WNAC**
Worcester **WTAG**

MICHIGAN
Detroit **WJR**
Grand Rapids **WOOD**

MINNESOTA
Duluth **WEBC**
St. Paul **KSTP**

MISSISSIPPI
Meridian **WCOC**

MISSOURI
Kansas City **KMBC**
St. Louis **KWK**

MONTANA
Butte **KGIR**

NEBRASKA
Clay Center **KMMJ**
Lincoln **KFAB**
Norfolk **WJAC**
Omaha **WOW**

NEW JERSEY
Atlantic City **WPG**
Trenton **WOAX**

NEW YORK
Buffalo **WMAK**
Rochester **WHAM**
Schenectady **WGY**
Syracuse **WFBL**
Syracuse **WSYR**
Utica **WIBX**

NORTH CAROLINA
Asheville **WWNC**
Charlotte **WBT**
Raleigh **WPTF**

NORTH DAKOTA
Bismarck **KFYR**
Devils Lake **KDLR**
Fargo **WDAY**

OHIO Station
Cincinnati **WLW**
Cincinnati **WSAI**
Cleveland **WTAM**
Columbus **WAIU**

OKLAHOMA
Oklahoma City **KFJF**

OREGON
Portland **KGW**

PENNSYLVANIA
Allentown **WCBA**
Harrisburg **WHP**
Oil City **WLBW**
Philadelphia **WLIT**
Pittsburgh **WCAE**
Pittsburgh **WJAS**

RHODE ISLAND
Providence **WJAR**

SOUTH DAKOTA
Sioux Falls **KSOU**

TENNESSEE
Chattanooga **WDOD**
Memphis **WREC**
Nashville **WLAC**
Nashville **WSM**

TEXAS
Dallas **KRLD**
Fort Worth **WBAP**
Houston **KPRC**
San Antonio **KTSA**
Wichita Falls **KGKO**

UTAH
Salt Lake City **KDYL**
Salt Lake City **KSL**

VIRGINIA
Norfolk **WTAR**
Richmond **WRVA**
Roanoke **WDBJ**

WASHINGTON
Seattle **KOMO**
Spokane **KHQ**

WEST VIRGINIA
Charleston **WOBW**
Huntington **WSAZ**
Wheeling **WWVA**

WISCONSIN
La Crosse **WKBH**
Milwaukee **WTMJ**

New Uses—an Ever-New Merchandising Practice

SCOVILL MANUFACTURING COMPANY
WATERBURY, CONN.

Editor of PRINTERS' INK:

Would you kindly send me a list of articles that have appeared in your magazine under "New Uses"? I would appreciate it very much if you could send me this list as soon as possible because I might visit New York Thursday and Friday and perhaps may find it necessary to call at your library to secure copies of the weekly or monthly issues that are not in my library, and which might contain some of the references given in your list.

SCOVILL MANUFACTURING COMPANY,
BRINTON CARRIGAN.

LINOLEUM is primarily a floor covering. Yet, like so many other products, it is being used today for a multitude of purposes other than covering floors. For example, in a recent issue of the dealer publication issued by the makers of Armstrong's linoleum we find items here and there detailing new uses for linoleum. One item declares:

"The enterprising linoleum layer can find and suggest many uses for odd bits of linoleum while he is laying a kitchen floor—table tops, counter tops, splash boards for the sink and washtubs, replacing shelf paper in cupboards, flower pot mats, and window sill protectors—uses for which the housewife is glad to buy those hard-to-sell odd lengths of the pattern she is using on her floor."

Entire industries, these days, are working on the problem of new uses. The rubber industry is a case in point. W. O'Neil, president of the General Tire & Rubber Co., gives an inkling of how this industry is developing new uses in certain remarks he made recently concerning the use of rubber in airplanes. "Rubber is bound to come into greater use in airplanes than in automobiles today," he declared. "Rubber will be used in many places on airplanes besides airplane tires. It looks as though rubber had a big job ahead in aviation."

To prepare itself for these new uses, the General Tire & Rubber

Co. recently sent a fleet of eight airplanes on a country-wide tour. It is expected that this tour will obtain exceedingly valuable information concerning the future tie-up between the rubber industry and aviation.

Perhaps the outstanding example of an industry that is bending every effort toward developing new uses is the textile industry, and more particularly the cotton industry. Not only are the various factors in the cotton trade working together on new uses for cotton but the Government is lending a helping hand and seldom a month passes that Washington does not announce a group of new uses for cotton.

Merchandising has practices that are easily over-indulged. The plan of developing new uses most emphatically is not one of these. Because it is such an important merchandising fundamental, PRINTERS' INK has devoted considerable space to it.

We are prepared to send readers a list of fifty articles on the subject published during the last five years.—[Ed. PRINTERS' INK.]

Corticelli Silk Elects New Officers

F. W. Eaton, formerly president of The Corticelli Silk Company, New York, was recently elected chairman of the board of directors of that company to succeed the late B. A. Armstrong.

H. G. Stine and W. E. Eaton, of the sales department at New York, and R. L. Smith, of the production department at the New London, Conn., mill, were elected members of the board of directors.

J. P. T. Armstrong, formerly vice-president and treasurer, was elected president and treasurer. W. E. Eaton was elected an assistant treasurer.

To Direct Decoration Research for "House Beautiful"

Katrine Hooper has joined the staff of *The House Beautiful*, Boston. Mrs. Hooper, in addition to her work as style adviser to the National Association of Cotton Manufacturers, will establish and direct for this magazine a research service department in decoration.

The new department will function as a clearing house of information for manufacturers, architects, decorators and consumers, devoting specific attention to accessories, furniture, draperies and allied fields.

WA

Stamps

contribute nothing to advertising returns

THE stamp on your mailing piece is a ticket sold to transport your message. It costs money—especially when it is multiplied by thousands of units. This stamp money contributes nothing to advertising returns.

Anything that cuts your stamp bill will mean more dollars for printed pieces. Warren's Thintext does that—gives you the maximum in square inches of paper background with minimum weight and bulk.

Thintext is light. It has unusual strength—yet it is only $\frac{1}{2}$ as heavy as ordinary coated stock. Halftones and text gain new effectiveness and beauty on its smooth, velvety surface. Weight is banished, saving mailing costs . . . yet clean-cut, sharp reading qualities are preserved.

Thintext does not involve the difficulties sometimes encountered in printing and binding thin papers. Thintext takes color excellently, binds well, folds smoothly, lies flat, and is sufficiently opaque so that printing on the front will not make printing on the back hard to read.

The whole story is in our booklet, "The Warren Standard." It shows you many samples of the fine results others have achieved with Thintext. It is an instruction book for your printer as well. Show it to him. It's free. Please send for it. S. D. Warren Company, 101 Milk St., Boston, Mass.

WARREN'S THINTEXT

THIS DIPLOMAT EXTRAORDINARY

Life was simpler for her in the old days when she was naturally the center of the home, and all activities revolved around her and her fireside.

All that is changed today. Amusements and pleasures in vastly increased numbers, scope and excitement, have become easily accessible; there is a new sophistication, a new freedom. So many hectic interests are centered *outside* the home. These things could not fail to loosen the ties that once bound the family together.

Upon woman has fallen now the additional grave task of combating the new forces which threaten the family unity and happiness. She has learned that in the management of husband, children and home she is called upon for endless tact and diplomacy. She must see life through her own eyes and through



the eyes of son and daughter, to achieve a happy medium. She must have that patience which sees beyond the vexations of today, and the faith to instil into those in her charge the truth that now, as yesterday, life is worth living wisely and kindly.

Yet difficult as this task is she has learned to perform it successfully—at once wife, mother, manager, advisor, and diplomat extraordinary!



McCALL'S

A MAGAZINE FOR WOMEN

Every woman can profit from the experience of others. Regularly, McCall's offers—in fact, and in fiction that is brother to fact—the solutions of many problems vital to the modern woman. Perhaps this is why McCall's is read in 2,400,000 homes.

Coupons and Otherwise Keyed Advertisements

Part II—Staging the Coupon vs. Hiding the Coupon

By Aesop Glim

OF course a coupon *can* be staged. There are many tricks and devices which will build up the number of inquiries you receive from a given advertisement.

The maximum of staging would undoubtedly be to picture in your main illustration a man about to sign the coupon—or a man who did once sign such a coupon and live happily ever after. In which case you are talking up your coupon from the word “go.”

A secondary degree of staging would be to run a gigantic arrow through the layout, pointing at the coupon. Some Experienced Ad-Crafter once worked out a variation of the arrow by having an enormous (and dripping) fountain pen pointing at the coupon. Since then many of his equally crafty brothers have automatically followed suit—without giving the matter much thought. Still another alternative is to have a pair of scissors in the act of cutting off the coupon.

Then, of course, you can make reference to the coupon in the headline, the subhead, the captions and at intervals throughout the text. Such as “Do it now!”—“See Coupon Below!”—“Fill out the Coupon below.” You can even insert a special box, with a screaming caption about your “Free” or “Special for 10 Days” offer. (If you do this, *the upper right-hand corner* of your advertisement has been pretty thoroughly proved to be the one best location for said special box. And, of course, the copy in the box ends with, “See Coupon Below.”)

Then there are one or two methods of playing with the coupon itself. The theory of the old-style triangular coupon was that it could be cut off with a single snip of the shears. You might point out that advantage. Or a rectangular coupon could be set off with broken

dash lines, suggesting perforations and easy tearing.

But don't lose your perspective!

Remember that these are tricks and devices and they can be greatly overworked. Just as your copy can be overwritten, with the result that people are disappointed upon seeing the merchandise you have described—so your coupon can be overstaged and you will wake up to find that your sales are not growing in proportion to the return of your coupon.

If you have a free trial or money-back proposition, you will find that your cancellations are excessive.

Should you find yourself in either of these predicaments, experiment with the next several advertisements, to find out whether the copy is being overwritten or the coupon overstaged. An excessive flow of return coupons will simply confuse your judgments of the copy and mediums you are using.

Hiding the Coupon

At the other extreme is the policy of hiding the coupon. One able advertising man says: “Make the coupon *blend* with the text, preferably with the same size type and general appearance. If the reader can be made to read through the text, up to and through the coupon, he is sold.”

This is particularly well worth considering as the public becomes more and more advertising-conscious. Our humorous papers have carried almost too many parodies on the man who learned to dominate or speak French or order fish, when he didn't want meat—all as a result of clipping a coupon. Too many people now have a feeling of embarrassment or indignity over filling out a coupon. Some compromise becomes all the more desirable—some compromise which would serve the same purpose, be

Which Is the 3rd Great Pennsylvania Market?

After Philadelphia and Pittsburgh, Pennsylvania cities drop at once to six—all just over or just under 100,000 population—among them Altoona.

But which has the greatest buying power?

Altoona has more than 92% native white population; no slums; its labor almost all highly skilled, highly paid, and continuously employed.

Is it a coincidence that the largest Pennsylvania Department Store, outside the two great cities, is The Wm. F. Gable Company of Altoona, whose business required a great new addition only a year ago?

Through the MIRROR you go into more than 92% of the homes in Altoona and within twenty miles of it.

The MIRROR is first in everything in Altoona.

**"THE KEYSTONE CITY OF THE GREAT
KEYSTONE STATE"**

ALTOONA MIRROR

ALTOONA, PA.

Fred G. Pearce, Advertising Director

No Special Representatives—All Business Direct

COLLEGE INN TOMATO JUICE COCKTAIL

Here's a drink that's the essence of sunshine ... it contains those precious vitamins so essential to health ... it is squeezed from luscious red-ripe tomatoes and seasoned with spice and a dash of lemon.

Good to drink and good for your well-being, College Inn Tomato Juice Cocktail is food of the healthiest kind. Served in the morning, sometime and evening ... it is a body-conditioner for grownups ... it safeguards the health of children as well.

Here is this all. College Inn Tomato Juice Cocktail is nutritious but non-fatening. Smart women find it an invaluable aid for keeping figures slim.

All good food shops sell College Inn Tomato Juice Cocktail ... fountain's serve it. It's an excellent health-plan to keep a chilled shaker-full always handy. Made only by The College Inn Food Products Company, Chicago, Ill.

You will enjoy any of these delicious College Inn Foods:

Chicken a la King—Lobster a la Newburg—Cream of Tomato Soup—Welsh Rarebit—Chop Suey—Baked Chicken—Chicken Broth with Rice—Cold Corn Cakes—Glenn Cheddar



A HEALTH DRINK MILLIONS ENJOY

Color advertising in national magazines is being used by The College Inn Food Products Company.

6 NORTH
PHILADELPHIA
ROCKFORD
TORONTO



Smart foods for smart people

Their own excellence has taken College Inn Foods from the tables of smart hostesses to other smart tables; and others; and still others.

Due to their own sheer excellence—achieved through tempting recipes devised by master chefs—College Inn Foods have enjoyed uninterrupted growth from a select clientele to nation-wide distribution.

It is our pleasure and privilege to help guide the advertising destinies of these smart foods for smart people.

Williams & Cunnyingham

*Whose business is the study and
execution of good advertising*

6 NORTH MICHIGAN AVENUE, CHICAGO
PHILADELPHIA
ROCKFORD
TORONTO



in fact a coupon, yet not bear all the old earmarks.

I, Aesop Glim, say that the coupon should not be seen too soon. It shouts too loudly, "We are trying to sell you something."

Build your advertisement so that it will stop your not-interested prospect and interest him. Construct your copy so that he has to read it through. Then tell him what you want him to do about it—via the coupon.

An advertisement can be keyed without the use of a coupon. Your last paragraph could read, "Let us send you our booklet, 'Why be old at 90?' Please address your request to Blank Products Corporation, Dept. 12-B, Main and Spring Streets, Campden, Connecticut." Whereupon you know that every inquiry so addressed came from the insertion keyed as "12-B."

By and large, your form of keying—with or without a coupon—must be determined solely by the character of the merchandise you are selling and the offer you are making and the types of people you are appealing to. The device can have dignity or glamor—it can have the atmosphere of the Riviera or of Coney Island, of the Opera or of the Penny Arcade.

Coupons lend themselves particularly to direct selling and to sampling—and to the sale or free distribution of catalogs and booklets. Use a coupon whenever you can.

And when you can't use a coupon, *key your advertisement*, in one way or another, whenever you possibly can. Make some kind of proposition which will get you a keyed answer and let you learn something about what kind of advertising you are preparing. The value of keyed answers is beyond all computation.

You can use your answers to check your selection of mediums and find which publications pull best for this particular proposition. You can find out whether large or small space is cheaper—on the basis of cost-per-inquiry-received.

You can find out what to say in your headlines. One dentifrice manufacturer learned that people would rather have "pretty teeth"

than any other kind—white, clean, glistening, pearly or sound. Any headline which spoke of "pretty teeth" was sure to outpull any other type he could write.

You can find out what to picture in your illustration. Shall it be the man who plays the saxophone or the poor fellow who wishes he could? Try one in one advertisement and the other in the next—and, with no other elements changed, you will have proof conclusive as to which type of illustration is the better puller for your purposes.

You can find out whether it pays to repeat an advertisement one or more times and how many times. You are apt to discover that almost any advertisement pulls better the second time than the first. Probably each time the same number see it for the first time, but on the second insertion it catches some who saw it before, were mildly interested, but did nothing about it. This time they do. And then you can make a guess as to whether a new piece of copy would have pulled still better. And experiment to find out. And thereby learn to produce better and better copy.

Can't Check Unkeyed Advertisement

The effectiveness of unkeyed advertising is almost impossible to check. Too many factors enter into the building of sales for a product. It is hard to isolate the results of the advertising from the weather, the dealer, the salesman and the consumer's mood.

But with your advertising keyed, you begin to get a line on yourself. And so I say, if you're not afraid of the truth, if you really want to know whether the advertising you prepare is anything more than tonnage publicity, work in some kind of a key.

And when you write unkeyed copy, ask yourself whether you sincerely believe that it would pull coupons, if there were a coupon in the advertisement.

I maintain that not one automobile advertisement in a hundred would stand the test of keying. And that same statement is probably true of half the advertising



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OLD COUNCIL
CHIEFTAIN
NEENAH

Write for co



Back of Every Success is a personality. It may be in the character of a person—or the characteristic of a product. In either case, its accurate expression in writing or in print calls for a *paper of personality*.

Success Bond responds to such a demand in every detail. Its crisp dignity and attractive finish give to letterheads and mailing pieces a character that creates respect and confidence. Nothing false or "put on" about this strong, uniform paper. It comes through every time, a favorite with printers and lithographers as well as advertisers.

Send for samples of this high rag-content bond, surprisingly economical in price.

Success Bond

(Use envelopes to match your stationery)

"Note the Tear and Wear as well as the Test"

NEENAH

PAPER COMPANY

Neenah, Wisconsin

SUCCESS BOND
OLD COUNCIL TREE BOND
CHIEFTAIN BOND
NEENAH BOND

Check the  Names

GLACIER BOND
STONEWALL LINEN LEDGER
ABSOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



FOR THE MEN WHO JUST

"GIVING"

"It was not a Duke nor Earl nor yet a Viscount,
It was not a big brass General that came;
But a man in khaki kit who could handle men a bit,
With his bedding labeled Sergeant Whatsisname."

KIPLING knew his Army and credited these managers...these Sergeant Whatsisnames...with building out of poor material an invincible military machine.

The managing executives of business fill a similar role. They must find the ways and means to get things done...quickly, economically, and well.

What matter their titles...president, secretary, treasurer, department head, or what not...it is their actual activities that count. And the real managers of business operate under all those titles...and others. But their main duty is managing...getting things done.

A MCGRAW-HILL PUBLICATION, TEN

VHUST

GINGS DONE!"

For such men is **SYSTEM** published... the magazine of Modern Business Management... with a specialized editorial staff, backed by the almost limitless facilities of the McGraw-Hill organization.

Its readers are busy. The pace is hot. They must have timely, dependable information of any new developments that might enable them to quicken, strengthen, or simplify their business methods.

Leading manufacturers of improved business devices, services and equipment, put **SYSTEM** first on their lists of advertising media.



SYSTEM

MODERN BUSINESS MANAGEMENT

ENUE AT 36TH STREET, NEW YORK

done in most other fields. Too many Experienced Ad-Crafters have sold our national advertisers on sophistications which leave the average reader cold. Too much advertising is written for the benefit of competitors rather than of consumers.

* * *

The humble advertising man who admits he doesn't know, but who is anxious to find out, may well put his faith into the use of coupons and other forms of keyed advertising. He will coupon or key whenever he possibly can.

And then he will also remember that there's much more to his advertisement than the key or the coupon.

An advertisement with a legitimate sampling proposition, for example, can do more than secure requests for samples. It can lead many people to go direct to the store and buy—without benefit of sampling. It can catch those who have already sampled and forgotten to buy. It can do a general educational job on those who are not yet ready to either sample or buy.

In short, it can do all that the great mass of unkeyed advertising is fondly supposed to be doing.

All of which confirms my contention that the coupon should not be seen too soon—that it is better hidden than staged. Too much trickery of layout—too much power of "Do it now" suggestion—too much focusing of both writer's and reader's attention on the mystic coupon—and you fail to get the benefit of the educational and publicity work which your advertisement could do simultaneously.

C. S. Weisenberg with Boyd Agency

Charles Samuel Weisenberg, formerly with the May Company, Los Angeles, has joined the staff of the Boyd Company, Inc., Los Angeles advertising agency.

Appoints Charles C. Green Agency

The National Bureau of Economic Research, New York, has placed the advertising of its publications with the Charles C. Green Advertising Agency, Inc., New York.

Campbell, Lowitz & Whitely and Eastman, Scott Affiliate

The advertising agency businesses of Campbell, Lowitz & Whitely, Inc., New York, and Eastman, Scott & Company, Atlanta, have been affiliated. In this affiliation, it is stated, there is no change of stock ownership of either agency.

To unite inter-agency relations, Myra Scott Eastman becomes vice-president of Campbell, Lowitz & Whitely. J. H. Whitely becomes a vice-president of Eastman, Scott. A. C. Lowitz remains vice-president and general manager of the New York agency. E. Gerry Eastman continues as president of the Atlanta agency, James E. Winn as secretary-treasurer and Bruce Moran as vice-president.

Among the accounts directed by Eastman, Scott are Forward Atlanta Commission of the City of Atlanta, the Georgia Power Company and the Southern Railway System. Accounts directed by Campbell, Lowitz & Whitely include Bell and Company, makers of Bell-Ans; Parfumerie Lubin, Inc., Lukutake Corporation of America, food products, and institutional work for August Belmont & Company.

Death of Carlisle N. Greig

Carlisle Norwood Greig, for many years engaged in newspaper advertising work, died, last week, at Cleveland. In 1916 he disposed of his interest in the Dunlap-Ward Advertising Company, Chicago, and became co-founder of a business which specialized as an auxiliary advertising service to newspapers. He was the inventor of the Telewant, which he patented in 1921, a system for securing, inserting and pre-paying want-advertising in daily papers.

In recent years Mr. Greig had been engaged in sales promotion work and was a member of the staffs of the Cleveland Press, Cleveland Plain Dealer, and, later, of the New York Telegram from which he resigned last April. Since that time he had been engaged in business for himself.

A. W. Evers, Advertising Manager, Kirsch Company

Arthur W. Evers, formerly advertising manager of the Kirsch Company, Sturgis, Mich., manufacturer of drapery hardware, has again been appointed to that position. He was more recently with the commercial car department of the Studebaker Corporation of America. He succeeds S. J. Andrews who has been promoted to the position of assistant to the president.

Syrup Account to Keeler & Stites

The Bachrach-Feld Company, Cincinnati, manufacturer of American Beauty malt syrup, has appointed The Keeler & Stites Company, Cincinnati advertising agency, to direct its advertising account. Newspaper, window-display and outdoor advertising will be used.

MEDIA RECORDS FIGURES

Are Standardized and Impartial

They Say—

The Dayton Daily News gained 227,868 lines of national advertising during the first nine months of 1929. This was 17,615 lines more than the combined gains of Dayton's other daily newspapers.

The Dayton Daily News carried 2,006,010 lines of national advertising during this same period and this was 137,180 lines more than the combined totals of the other Dayton newspapers.

The above figures do not include automobile or financial advertising as these are measured as separate classifications.

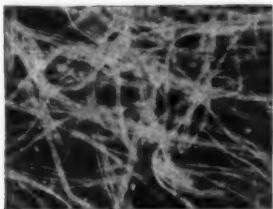
THE DAYTON DAILY NEWS

*Member
The
News League
of Ohio*

REPRESENTED BY
I. A. KLEIN, INC.
NEW YORK
CHICAGO
ST. LOUIS
KANSAS CITY

*Member
100,000 Group
of
American Cities*

HUGHLETT HOLLYDAY, JR., *National Advertising Manager*



FIBRES: *Photomicrograph showing the finely matted fibres which compose Improved Columbian Clasp stock. The microscope is only one of the many precise instruments whose scrutiny this stock must pass.*

SEVEN REASONS WHY THE IMPROVED COLUMBIAN CLASP ENVELOPE IS THE STANDARD

1. Made from extremely tough, flexible stock.
2. "Scotch seams"—they never give.
3. Clasp of malleable metal that resists breaking.
4. Clasp anchored to envelope at all points through double thickness of paper.
5. Hole in flap patch-reinforced with fibre-tough patch. Lines up with clasp every time. Inspection at factory makes certain of this.
6. Identified by name "Improved Columbian Clasp" and size number printed on lower flap of each envelope.
7. Thirty-two stock sizes, to fit practically any job without making to order.

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THE BACKGROUND

. . . COMES FIRST

WHEN you select an envelope for your catalog or mailing piece, you should consider two things: The envelope must harmonize with its enclosure, and must supply the proper background for the color design printed upon it.

The question is—What envelope shall I use?

The answer is—Use the Improved Columbian Clasp Envelope. The neutral buff tint of its stock provides that pleasing background, whether printed in one, two, three or more colors. It will unfailingly blend well with the color and design of

its enclosure—at no extra cost.

More than that, when you use the Improved Columbian Clasp there's no need to have envelopes made to order. This envelope comes in 32 stock sizes to fit practically any mailing job you may have, large or small.

Specify the Improved Columbian Clasp Envelope to your stationer or printer for your next mailing. It will pay you.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes
SPRINGFIELD, MASSACHUSETTS
With thirteen manufacturing divisions
covering the country

Improved
COLUMBIAN CLASP ENVELOPES

An Analysis of 100 Letterheads

THE HAGERSTOWN LEATHER COMPANY, INC.

HAGERSTOWN, MARYLAND

Editor of PRINTERS' INK:

Will you please tell us your opinion of the use of officers' names on business stationery.

D. R. SNIVELY.

IN order to determine what manufacturers and other business organizations are doing with their letterheads, we selected from our current files 100 letterheads. In making the selection we picked companies that are well known and that carry on a large correspondence with distributors and consumers.

The first thing that was done was to see how many listed the names of their principal officers. Thirteen give this information. That provides a very definite answer to the question in the above letter.

A tabulation was then made to indicate the facts contained by the entire group of letterheads. The details of this analysis are given following:

- 42 have reproductions of trade-marks or trade names
- 28 use color in some way or another
- 27 include cable addresses
- 17 feature a slogan
- 14 list or mention the location of branch offices
- 13 indicate the date of business establishment
- 13 simply give the name and address of the company
- 13 list the names of the products manufactured
- 13 give a list of principal executives
- 12 give the location of the various factories
- 11 have a note that "All mail is to be addressed to the company and not to the individual"
- 9 have illustrations of the products manufactured
- 8 reproduce emblems that are used by the firm
- 8 have factory pictures
- 7 print the names of department executives in the upper left hand corner. If the letter comes from the office of the vice-president his name and title is given
- 5 list telephone numbers
- 4 have legal agreements and quotations
- 4 have notations to the effect that the organization is a member of an association

- 1 pictures the trade character
- 1 has a picture of the founder of the company

On the whole, manufacturers are making their letterheads as simple as possible. Very few are crowded with type and illustrations. In most instances, the type chosen is very conservative and dignified. This analysis summarizes the letterhead policies of an excellent group of concerns and it may be used for checking purposes if letterhead changes are contemplated.

—[Ed. PRINTERS' INK.]

Appoints Seaver-Brinkman Agency

The Ferro Machine and Foundry Company, Cleveland, manufacturer of rotary pumps for gasoline metering and visible dispensing systems, has appointed the Seaver-Brinkman Company, Inc., Cleveland advertising agency, to direct its advertising account. Business papers and direct mail will be used.

Republic Rubber Advances H. P. Schultz

H. P. Schultz has been appointed traveling sales manager of the Republic Rubber Company, Youngstown, Ohio. For the last four years he has been special field representative of the sales department of the Republic organization which he joined in 1922.

Pocket Knife Account to Cutajar & Provost

Dwight Devine & Sons, Inc., manufacturer of Ulster pocket knives, has appointed Cutajar & Provost, Inc., New York advertising agency, to direct its advertising account. Juvenile magazines will be used.

Eugene Kirscher Starts Own Business

Eugene Kirscher has started his own advertising business at Oakland, Calif. He formerly was advertising director of the Lucy Lou Shops, operating a number of women's wear shops.

Pillsbury Elects Sales Head to Vice-Presidency

H. H. Whiting, general sales manager of the Pillsbury Flour Mills Company, Minneapolis, has been elected a vice-president of that company.

Acquires "Ceramic Tile Journal"

Tiles & Tile Work, published by the Gillette Publishing Company, Chicago, has acquired the *Ceramic Tile Journal*.

Two More Omaha Advertising Records Established in October!

In October, the Omaha World-Herald carried 1,411,039 lines of paid advertising.

This is a new high record for any month in Omaha.

On Friday, November 1, The World-Herald printed the largest weekday issue ever published by any newspaper in Omaha.

The World-Herald published in October 63.9% of all the paid advertising in the two Omaha papers (not including the "American Weekly" distributed with the Bee-News). The World-Herald increased 11% over October, 1928, the other paper lost.

THE WORLD-HERALD

Omaha's Home Newspaper

O'MARA & ORMSBEE, Inc.

National representatives

New York

Chicago

San Francisco

Detroit

Los Angeles

...*“for* *conspicuous skill*

EDITOR and PUBLISHER & THE
FOURTH ESTATE

October 19, 1929.

PRUDENTIAL CO. WINS CUP

Its Advertisements Take Holcombe Trophy for Third Time

By winning for a third time the Holcombe trophy for the best insurance advertising, the Prudential Insurance Company of America has obtained permanent possession of the silver cup. The final award was made at the recent Insurance Advertising Conference at Cleveland. The cup had previously been won in 1927 and 1928.

The inscription on the cup reads: "Presented by the Insurance Advertising Conference in recognition of conspicuous skill and success in the application of advertising principles to the business of insurance."

The Company's magazine and newspaper advertising is prepared in cooperation with the Frank Presbrey Company, advertising agency of New York.

FRANK PRESBREY COMPANY

ADVERTISING . . . Wickersham 8200
247 PARK AVENUE . . . NEW YORK

and success"...

EDWARD D. SUFFIELD
PRESIDENT

THE PRUDENTIAL INSURANCE COMPANY
OF AMERICA

HOME OFFICE, NEWARK, NEW JERSEY

October 14, 1929

Mr. Frank Presbrey,
247 Park Avenue,
New York City.

My dear Mr. Presbrey:

As you undoubtedly know, the Holcombe Trophy was again awarded to the Company by the Insurance Advertising Conference. The report of the Judges will, I am sure, be of real interest to you -

"The exhibit of the Prudential Insurance Company was chosen as an excellent and comprehensive campaign for the sale of life insurance. Pictorial interest and copy are of a high order and the conception of the campaign is strong and constructive. It receives the Holcombe Trophy".

Realizing the care and thought you have given to making our advertisements so attractive, I feel that I would indeed be remiss at this time were I not to express to you our appreciation in making the award possible, the cup now becoming the permanent possession of the Prudential.

With kindest personal regards, I am,

Sincerely yours,

Edward D. Suffield
President

EDD/ASB



This Deplorable Personalizing

BELLAMY-NEFF COMPANY
ADVERTISING AGENCY
CHICAGO

Editor of PRINTERS' INK:

I, TOO, am "personally fed up on it."* Ah, yes, indeed, this deplorable personalizing in business. What a pity that our high-born American aristocrats should suffer their pictures being flaunted in exploitation of tradesmen's wares. I wonder if this could be a hearkening or yearning back—way back—when there were so many English tailors, or madhatters, or "what-nots," to H. R. H. the Prince of Wales?

Of course, there is much personalizing, too, that is not, strictly speaking, in business. In fact, it seems to me that nearly everyone has a personal "pro" golfer or dentist or lawyer or doctor (to say nothing of his bootlegger) that he recommends to his friends.

I sometimes wonder if this "personally recommended" stuff is the reason that the medical profession does not have to advertise and therefore is ethically opposed to advertising. At any rate, it reminds me that the patent medicine boys were the original testimonial letter advertisers and they knew their stuff—and still do. And why not—just look back. Who was any closer to the American crowd than the old-time "medicine show" man who mixed his selling with entertainment—fun, fact and fancy—he aroused interest, held attention, convinced, and pocketed his profits. Sure, he personalized, too, didn't he, and his methods are still in successful use in business and the theater.

Still, there is too much personalizing and I am against it. I am beginning to feel that I know where the trouble is. Just consider George M. Cohan. Real American, isn't he? Personalizes—doesn't he? Good advertiser, too. Maybe he or his father learned his "Americana" from the

"medicine show" days and maybe not, but anyway he does know how to write plays and stage them and whether he works in them himself or not they are very definitely personalized with Cohan, and they please a big following of people. That's fine for Cohan. But what if another chap starts to emulate Cohan by imitating his method of personalizing? Not so good—many people see through the hoax—not real personalizing—just trying to follow a leader. If there are eight or ten imitators then we are all "fed up on it."

What about all of these ads based upon mortised half-tones? You know what I mean. There are dozens of them current every month and all with the same general idea, viz., a "notched in" mortise at opposite upper and lower corners in which pertinent copy is displayed. At first they were outstanding, but now don't you think we are pretty well fed up on them? And also someone might well ask: "Why not let the man who sparks or grinds out something fairly original and personalized to his product keep the idea instead of 'swiping' it right and left?"

And yet they tell us there is not much in purely original "one man" research or progress of any kind and we must develop with the crowd. So what is the answer? You tell it.

Personality in business or politics does pay. Therefore I believe personalizing is going on and on in various waves, each one being finally stopped by self-realization that the public is fed up on it.

More power to the man who can keep his advertising about three jumps ahead of the follow-the-leader crowd in personalizing his business, being nimble witted enough to start a second idea before his imitators cause the public to become "fed up" on his first one.

REXFORD BELLAMY,
Vice-President.

Bristol-Myers Changes Name

The Bristol-Myers Company, New York, Ipana tooth paste, Sal Hepatica, etc., which was recently acquired by Drug, Inc., will hereafter be known as B-M Proprietary Products, Inc.

*"Personally, I'm Fed Up on It,"
PRINTERS' INK, October 10, page 33.

SOUTHERN AVIATION



Serves the **Growing Southern Market**

The South's established airports have increased 50 per cent per year and the proposed airports amount to a 234 per cent increase (U. S. Government figures). 117 aviation schools in this Southern territory help make such increases necessary. The South is an immense market with 30 per cent of the registered ships. Fifteen contemplated transport lines will need \$10,000,000 in ship equipment alone.

And the South reads its own publication "Southern Aviation" most closely. Large New York Aircraft Holding Company with several subsidiaries says: "We are pleased to inform you that advertising placed in your magazine has brought us quite a number of inquiries from the South which we did not receive before we used your publication." To reach the South, as the above and others find, you must use Southern Aviation. Every resource and contact the W. R. C. Smith publications have in their fields of aviation, automotive, etc., will be used in cooperating with you. This in itself will prove invaluable to you in the individual Southern territory.

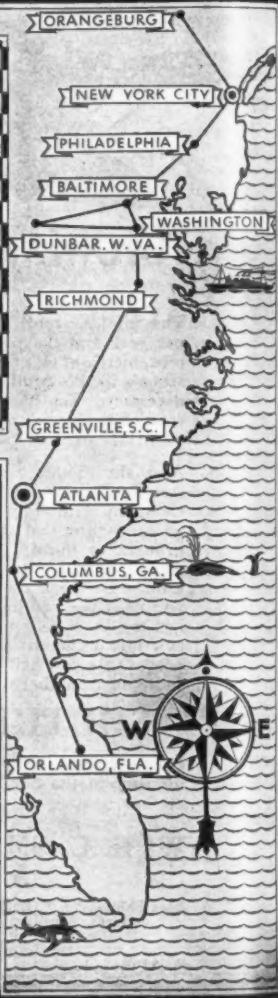
SOUTHERN AVIATION

Its 6,000 mail copies cover every phase of the aviation industry in the South.

Published by
W. R. C. SMITH PUBLISHING CO.
Atlanta, Georgia

Also publishers of Cotton, Southern Hardware, Southern Power Journal, Southern Automotive Dealer, Electrical South

Do you speak the



(a) Bell & Company, Orangeburg, N. Y.
 (a) Naran Pure Food Co., Inc., N. Y. C.
 (a) Parfumerie Lubin, Inc., N. Y. C.
 (a) August Belmont & Co., N. Y. C.
 (a) Lukutate Corp. of Amer., N. Y. C.
 (a) Charles Woolsey Lyon, Inc., N. Y. C.
 (a) Standard Drug & Sales Co., Phila., Pa.
 (a) Medi Creme, Inc., Baltimore, Md.
 (a) Dunbar Flint Glass Co., Dunbar, W. Va.
 (b) Southern Railway System, Wash., D. C.
 (a) Nelson Mfg. Co., Richmond, Va.
 (b) Southern Bleachery, Greenville, S. C.
 (b) City of Atlanta, Ga.
 (b) Georgia Power Co., Atlanta, Ga.
 (b) G. F. Willis, Inc., Atlanta, Ga.
 (b) Tom Huston Peanut Co.,
 Columbus, Ga.
 (a) Naran Pure Food Co., Inc.,
 Orlando, Fla.

(a) Placed by
 Campbell, Lowitz & Whiteley, Inc.

(b) Placed by
 Eastman, Scott & Company

BOARD a train in Holland and in twenty-four hours you will be in Italy—having traveled through seven countries with six languages, dozens of dialects and as many buying habits and ideals.

Board a train in New York and in twenty-four hours you will be in Atlanta—one country, one medium of exchange, apparently one language, but admittedly many different buying habits and ideals.

Nov. 14

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the language?

Many Northern companies have installed Southern sales offices in Atlanta. Hundreds of leading Southern industries maintain sales offices in New York—and have found a different “language”—and different customs.

In common with these sales executives, progressive advertising agencies have long since recognized the many differences presented by these separated markets. Northern agencies have been unable to establish successful Southern “branches” because they did not speak the language. Southern agencies who have established New York “branches” have either lost their Southern identity or experienced difficulties in maintaining adequate New York service.

We are pleased to announce the solution to this problem by the affiliation of Campbell, Lowitz & Whiteley, Inc. of New York, and Eastman, Scott & Co. of Atlanta. Ownership of each agency remains unchanged. The complete services of both are available to the clients of either. Local personnel remains the same.

EASTMAN, SCOTT & COMPANY

Mortgage Guarantee Bldg., Atlanta, Ga.

CAMPBELL, LOWITZ & WHITELEY, Inc.

205 East 42nd Street, New York City

A complete story of the advantages of this affiliation is available and may be obtained by addressing either agency.



How MUCH MORE PRODUCTIVE WOULD YOUR ADVERTISING BE IF YOU HAD A BRANCH FACTORY IN GEORGIA AND A FACTORY BRANCH IN ATLANTA?



Send for this Booklet

It contains the
fundamental facts about
Atlanta as a location for
your Southern branch.

The Atlanta Industrial
Bureau is prepared to
answer this question in
detail—without charge or
obligation, and in the
strictest confidence.

INDUSTRIAL BUREAU, CHAMBER OF COMMERCE
9158 Chamber of Commerce Building

ATLANTA

Industrial Headquarters of the South



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The Silent Revolution in Merchandising

The Slaughter of Weak Brands Is Beginning and the Battle for Stomach Space Is Under Way

By O. H. Cheney

Vice-President, Irving Trust Co., New York

AMERICAN business seems to be finding it every day more difficult to distinguish between what is essential in the structure of business in its industries and what is unessential—even dangerous. It is true that there have been such apparently radical changes in the structure of production and distribution in recent years that it is sometimes difficult to tell which steel column and beam is important—but that is no reason for mistaking the dangerous wooden balconies for steel. Nor does it follow that when you have the steel work up for a fifty-story skyscraper, you might as well add fifty more stories of brickwork.

That is the situation in most industries today and in the food industry in particular. All the problems today may be put into one of two classes. The first type of problem is due to practices which are inherently unsound and can never be sound, but which some have come to believe must continue as long as the industry lasts. The other type of problem is due to practices which are inherently sound and which may be an essential part of the structure of industry, but which have been carried too far without enough thought about them.

The idea of the package, for instance, was revolutionary. It not only has changed the whole structure of the grocery business but is changing that of many industries, even those in which it might seem utterly impractical. There may still be some people who would rather go back to the cracker-barrel and sugar-barrel but they can't be many. There is undoubtedly a growing proportion of

consumers who prefer to buy products of known brand and known quality. The branded package is a sound and desirable merchandising and consuming idea—but look at the storerooms of any wholesaler or the shelves of any grocer—better not ask him what he thinks of the number of brands. If the idea of the branded package is good, why isn't having a lot of brands better? Of course, it isn't, but where should branding stop? How many brands are enough?

In one wholesale grocery house which the Department of Commerce has been studying closely, there were 1,225 different items in certain lines carried in the warehouse at the time of the study in 1927. This year, a checkup showed only 676 items in those lines. Were those 1,225 items too many? Are those 676 items too few? The warehouse of a chain store system shows only 485 items in these same lines. Altogether this wholesale house has cut down the number of items in its inventory from 2,100 in 1927 to 1,412 in 1929—cut its inventory investment 47 per cent. That's progress and efficiency, isn't it? Yes, but this house finds that 52.27 per cent of its volume of business is being done at a loss—and 56.73 per cent of the items it sells are being handled at a loss.

The slaughter of brands is only just beginning. But who is to judge which brands are to be doomed? What is a meritorious brand, deserving to live? Should the old brands go or should the innocent young ones be put out of their misery? Shall we kill off the local brands which have built up fine local prestige and sales in favor of the nationally known brands? Shall we favor the brands of the big companies? To

Portion of an address delivered before the Associated Grocery Manufacturers of America at Washington, D. C., Nov. 7.

Advertisers
in
The American Home
may again reserve
a pronounced advantage
in advertising rates

EFFECTIVE with the issue of March, 1930 the advertising rates in *The American Home* will be established upon a circulation delivery of 250,000 net paid A. B. C.

The new rate will be \$1,500 a page.

To advertisers who have used space in *The American Home* under orders entered prior to June 20th, 1929, space will be made available in *The American*

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Home up to and including the August 1930 issue, at the rate of \$1,000 a page, from September, 1930 to February, 1931, at \$1,250.

To all other advertisers who enter orders for space prior to December 20th, 1929, the present rates of \$1,250 will obtain, conditioned upon the entry of a definite schedule of insertions, or upon the use of space in the issues of January or February, 1930, in a size not less than the maximum advertisement used in their campaign.

The **American Home**

(Continuing Garden and Home Builder)

DOUBLEDAY, DORAN & COMPANY, INC.

Publishers, Garden City, N. Y.

NEW YORK: 244 Madison Ave.

BOSTON: Park Square Bldg.

CHICAGO: Peoples Gas Bldg.

ATLANTA: 902 Walton Bldg.

SANTA BARBARA, CAL.

TORONTO: Doubleday, Doran & Gundy, Ltd.

LONDON: Wm. Heinemann, Ltd.

(Member National Shelter Group)

give a new meaning to an old phrase from the Good Book—which shall be the brand plucked from the burning?

The recent mergers in the grocery field are one answer to these questions. The great corporations which have been organized have been built around brands—around the good-will value of nationally known names made so by millions spent in advertising. These brands are to be made still more valuable by the pressure of even greater resources. There is no merging of competitive brands in order to kill off competition—at least, not yet. These brands are geese too valuable to kill, they lay platinum eggs.

What of the others? What of those incubator chicks which the small manufacturers have been raising timidly and hopefully?

These questions are fairly simple, although there are plenty of complications in the answers. The war between the brands of competing manufacturers is a nice straight bout—bloody, but everybody knows his corner of the ring. But what about private brands? What is going to happen to the wholesalers' own brands? What is going to happen to the chain store brands? And how will the new independent co-operative associations join in the free-for-all with their brands? Have all these brands not sponsored by manufacturers a right to exist? The manufacturer rightfully feels that if he has spent perhaps a million dollars a letter to make his brand name known, that name should be treated with respect by the wholesaler and retailer—the manufacturer has built up a consumer reputation for quality, cleanliness, wholesomeness, food value and all the mysterious values hinted in the advertising. But the wholesaler who has been in business fifty or seventy-five years—has he a right to build up a trade name to capitalize his reputation? And surely a dealer, who is closest to the consumer, and whose relations have developed on a basis of confidence—surely the dealer might feel justified in capitalizing the good-will, which he has so toilfully built up, by offering goods under

his own label?

I am going to answer this question in the words of the negro spiritual—"All God's chillun got wings."

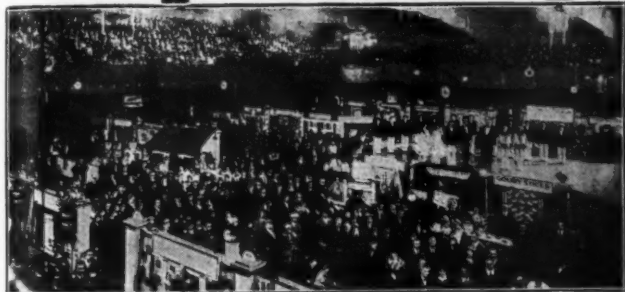
But the trouble is when they begin to flap them. There is no legal or moral reason why anybody who wants to put out his own brand of anything shouldn't do so—but there are plenty of economic reasons why a moratorium on new brands would be very desirable. There is, however, no cause for righteous indignation and the producers of existing brands would make the whole situation clearer for themselves and for the industry if they kept moral fervor out of their discussions of new brands, whether wholesalers', chains' or retailers'.

But if there is no ethical question involved in brands, as such, a great many questions can and are involved in the promotion of them. Nothing I have said should be construed as defending substitution of brands—that is, giving the customer, whether retailer or consumer, something else than what was ordered.

In the competition of printer's ink, there are certainly some hopeful indications that the standards of fair and clean advertising will be upheld by the growing corporations. In other ways, too, there have been expressions of the new attitude. What, for instance, has happened to the famous baking powder controversy which, I think, began when our grandmothers first made biscuits and was still hot and heavy when the two leading companies in the industry discovered that they were fighting? Glancing at the recent advertising of the fighting products one would certainly not know that there had ever been the pugnacious raising of even an eyebrow, let alone wild advertising word battles, interminable lawsuits, Government investigations and armies of demonstrators. It is a hopeful sign, but in it there is no real certainty that as competition becomes keener, there will be no resort to the methods of, what I hope, are the bad old days. We have all seen cases, not very long ago, of big corporations



PEORIA AREA
Most Prosperous Market in Illinois
(Outside Cook County)



RECORD

. . . crowds such as these were attracted to the Seventh Annual Food and Household Appliance Exposition, just closed, exclusively with The Peoria Journal-Transcript.

AND—

. . . Peoria advertisers find The Peoria Journal-Transcript ADEQUATE TO COVER CENTRAL ILLINOIS.

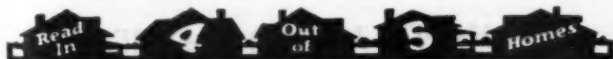


THE PEORIA JOURNAL-TRANSCRIPT

Chas. H. Eddy Co.
 Nat'l. Representatives

Peoria, Ill.

Chicago
 New York Boston



"You really need nothing more—you can't afford to use less"

Vermont Is Just as Important as Any Other Part of New England

Vermont has no slumps in business. It can't have. Its people make their money in too great a diversity of ways; farming, dairying, maple sugaring, and manufacturing. Last year they bought over \$50,000,000 in securities.

VERMONT ALLIED DAILIES

Barre Times

Burlington Free Press

Brattleboro Reformer

St. Johnsbury Caledonian-Record

Rutland Herald

Bennington Banner

Nov. 14

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and organizations, even in their advertising, using competitive methods which, to say the least, are uneconomic and unnecessary.

At the present moment, in the food industry, there is comparatively little of this warfare between manufacturers—in fact, there would seem to be more right within one of the big companies, between its different divisions. Perhaps it is a working out of the principle referred to in the Bible—let not your Postum hand know what your Maxwell House Coffee hand is doing—and there is Sanka, biting both the hands that feed it.

There is more than a chuckle in this. It looks as if the only way in which the food industry is really going to learn that the significance of the competition between foods may be greater than that between brands is through the manufacturers discovering this competition right in their own homes. Complicated as the warfare between brands will be, it will cover only a narrow battlefield compared with the battle for stomach-space between the different types of food. The attacks on sugar and meat, for instance, have been direct—but even without such open bloodshed, the different types of food are in constant and inevitable competition. The consumption of one kind of food can increase only at the expense of some other kind. It is true that the rising standards of living, diet education, the decreasing size of packages and the modern methods of processing, shipping and distribution have greatly increased the variety of foods served in the average household—but this variety must mean smaller quantities because Mother Nature has set arbitrary limits on total consumption.

As a result, perhaps we may live to see the day of mergers and holding companies in the food industry based on a balanced diet—a single corporation producing something for every course in a good dinner. But even then, I suppose, the protein division of the corporation would probably be in competition with, say the carbohydrate division, for the millions of dollars represented by calories.

In the more immediate future, however, the determining factor will be something other than dietetics. It will be outlets, as well as the capital value of brand names. Manufacturers in the grocery field, as in almost every other field, are becoming every day more and more dependent for their very existence on the merchandising outlets through which they distribute their products. Because American manufacturers seem to be committed to the doctrine of huge volume and ever-increasing volume, the channel for getting the goods to the consumer must be kept clear for fast operation at almost any cost. Please remember the words, "at almost any cost"—they are important.

Another big holding company has been organized in the food field which is a very interesting example of what I am pointing out. It combines three groups of famous branded products ranging from tooth paste to candy and shaving cream to cream cheese.

Outlets, as I have said, are the key to these new developments. Even if there were no other reason, the fact that outlets have become so highly organized under concentrated control must inevitably force every other factor in the industry to similar types of organization. When buyers organize, sellers organize.

Headlines have built up in the minds of every newspaper reader a vividly colored picture of gigantic mergers, with almost unbelievable capital and tremendous power. It is a commonplace of this picture that one object of these mergers is economies in operation and improvement in management. But I think the truth is more significant than that. Very little is known about what is really developing in management and operation in these great new corporations. They are so young that perhaps the executives themselves do not realize what is developing under their hands. How many are discovering that the economies in operation they were counting on are different in practice from what they were in theory? How many are discovering that although cen-

tralization of management may be good, more centralization is not necessarily better? How many are discovering that the problems they thought they were solving with mergers are becoming bigger and more complex under their very eyes because they are beginning to see them clearly for the first time?

Those problems will be solved, but the answers will probably not be what were expected. Right there in those big corporations, consciously or unconsciously, is being worked out a silent revolution—a revolution in merchandising. It will be a revolution not because the final methods will look so different from those we have today but because they may mean the giving up of a lot of ideas which we have all come to think of as being of the utmost importance—as being the very foundation and framework of our distribution system. And in these changes, the food industry will probably again be a pioneer—it has to be.

Let us make no mistake about it—the consumer is beginning to want to know. The woman who buys what you produce is even beginning to be interested in the tariff—and, impractical as it may be, it has even been proposed in the Senate that the consumer should be represented in the Tariff Commission. When the consumer wants to know—what are we going to say?

How can outlets be captured and how can the pressure of goods through them be increased? Is price the only answer? If it is not, why is it that almost every uneconomic and unfair practice in the first steps of distribution in any industry is simply a disguised form of price-cutting?

Does anybody really believe that the prosperity of the industry depends upon secret price-cutting? How can the prosperity of a whole industry depend on an uneconomic practice? Prices, according to economics, follow the law of supply and demand—but who has added an amendment requiring secrecy? How can the law of supply and demand operate if the truth about supply and demand is not known?

It comes down to a very simple proposition. Are the distributors receiving as much profit as they should? If they are not, then there is something wrong either with their methods or with the whole price structure or with the whole system of distribution. If they are receiving fair profits, then secret rebates and similar deals are a tax upon the whole industry and upon the consumer. If they are not receiving fair profits, and the manufacturers know it, then it is time that the manufacturers paid the distributors for the services they are rendering and stopped trying to bribe the few who are strong or smart enough to know what they deserve.

How are you going to eliminate these practices? I'll bet a No. 1 can of asparagus that if I asked each one of you present, all would use the word "co-operation." It's a beautiful word and a noble sentiment. But the trouble with it is that most of the time that is all it ever is—just a word. The great failure of most of the efforts at co-operation—in the food industry and out—is the sublime faith business men seem to have in the magic of the word itself. Co-operators are so carried away by the word that they neglect entirely to thrash out their real differences until the differences wreck the whole plan. There are always differences of interest—they cannot be buried until they have been destroyed—they cannot be destroyed by shutting your eyes to them.

Let us, therefore, talk plainly about the conflict of interests in the food industry and find out first how valid they are—how much we must give in to them; how many of them we must destroy, and how we can transform them into constructive influences of real co-operation.

The only way to stop unfair practices is to stop them.

Those practices which have developed from the newer trends of concentration are questions of economics and not of ethics. If any system of distribution cuts the cost of distribution in a proven way, then the savings should be fairly

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"In that half hour at the Engineers Club, my Pathéscope film got me farther with those dozen railroad officials than I would have gotten in six months of hard traveling and heavy expenses."



Your sales story in "MOVIES" registers where it counts

A modern business film can take your plant or process right to your prospect, as no other medium can—with complete conviction. In a few minutes it can demonstrate any product—outline a plan or service—reinforce your whole sales program—*dramatically*.

With a light, portable projector and a Pathéscope film, your representative readily gets entry to the important people—where you want him.

What is your sales problem? There is a film that can crystallize and focus your sales story. Whether aimed at just a dozen executives, at an entire sales force, at retailers or at consumers, a film can be planned to give the final sales impetus. We have long experi-

ence in the industrial field. Let us study your business and suggest how you can "merchandise" a movie.

A complete professional service

Pathéscope is equipped to plan and produce your industrial film from scenario to final prints. Directors trained in the specialized problems of business work closely with clients at every step. The Pathéscope animated cartoons and diagrams are famous for their sales effectiveness: they can simplify the most complex technical or selling argument.

The cost of an industrial film is always moderate. We are always glad to submit tentative plans and estimates on request.

THE PATHÉSCOPE CO. OF AMERICA, INC.

Executive Offices: 35 W. 42nd St., New York City

Laboratory: Pathéscope Bldg., Long Island City

MOTION PICTURE AND STILL FILM PRODUCTIONS



Include These Services

- 1 Experienced Showmanship.**
- 2 Wealth of Exclusive Talent.**
- 3 Complete Musical Library.**
- 4 Program Staff of Musical Experts, Continuity Writers, Program Supervisors, Technical Experts and Announcers.**

The purpose of our organization is to assist you agency men in utilizing the broadcast medium for your clients.

JUDSON RADIO PROGRAM CORPORATION

Steinway Building
NEW YORK CITY

CHICAGO OFFICE
Tribune Tower
Chicago, Ill.

divided between manufacturer, distributor and consumer. But that does not mean that the division should be performed in a dark corner or with brass knuckles.

The relations between the different factors and factions in the industry have been so exciting that the consumer has been forgotten. After all, who is the consumer anyway? Only the one who pays the bills and says nothing. And yet, saying nothing, the consumer is going to answer the question of where the industry is going. The development of greater and greater corporations in the food industry carries with it a greater and greater responsibility. The basic responsibility is to the consumer—the responsibility for pure, wholesome, clean food, truthfully labeled, honestly sold, in full measure.

If, at any time, the stress of competition tempts any manufacturer, big or little, to deviate in the slightest degree from this basic responsibility, then the whole food industry is endangered. The very size of the big companies makes them bigger targets for public opinion—they cannot hide.

The questions I have brought up are, I think, important in themselves. But they are also important because the industry is spending its resources and energy on them at a time when there are equally important and more fundamental problems which may answer themselves in such a way as to make the other questions meaningless. Food will always be necessary, but where will it be eaten? Will the eating place—the hotel, the restaurant, the drug store fountain, the gasoline filling station's hot dog stand—will they replace the home kitchen—and therefore the corner grocer? What happens to a brand then? What will happen to brand advertising? What will happen to distribution methods? What will happen to the present unfair practices?

Every human being in this country—and millions abroad—are dependent for their very existence on your industry. Are there not great problems to solve? Are there not infinite opportunities for great constructive work?

WOMEN WHO READ PUNCH

THE advertising pages of Punch are a royal road to a tremendously valuable buying community, a community approachable through very few advertising channels—women with means and the leisure to spend them.

Punch is found wherever these women move in England, in town and country houses, in clubs, in hotels. It follows them wherever they go on their travels—to all the capitals of Europe, to the fashionable watering-places of the Normandy and Brittany coast, to the hotels and casinos of the Riviera to the mountains of Switzerland, to every famous continental spa. Punch is an integral part of the dignified English life these women represent. It enters into their conversation, it reflects their interests, it commands their respect.

1: WEALTHY WOMEN

The advertising pages of Punch are scanned with hardly less interest than its editorial; they are a kind of published Bond Street, a review of the worthy and substantial products of established businesses. Sooner or later, whatever is sound and of good report finds its way into Punch. And conversely the discerning feminine public that reads Punch feels that whatever is advertised there is worth more than usual consideration.

If your merchandise, then, has any appeal for such women as these, with their luxurious homes, their cars, their large and constantly changing wardrobes, their insatiable desire for novelty and originality, their busy interest in sport, travel, entertaining and amusement, their continual care for personal beauty and for health—put it into Punch.

MARION JEAN LYON ADVERTISEMENT MANAGER PUNCH: 50 FLEET STREET LONDON EC4

TEACHERS ARE PEOPLE!

—We have their
names and
addresses.

This year's
teachers have a
purchasing power
of more than
\$800,000,000, and
the power to
influence 22,000,000
children.



Advertisers
who reach these
teachers by mail are
finding a direct
market which they
little suspected be-
fore, making a test.

Our new
lists are available
now—guaranteed,
of course.

CHARLES W. GROVES • 106 S. NEIL ST. • CHAMPAIGN, ILL.
Explanatory folder and prices sent on request

A Ringside Seat for Your Advertising

Advertising always has a ringside seat in the arena of Wall Street whenever it appears in THE BARRON GROUP publications.

THE BARRON GROUP—*The Wall Street Journal*; *Boston News Bureau*; and *Barron's, The National Financial Weekly* have a circulation among people to whom the daily news and trends in Wall Street are of vital importance—for dollars and cents reasons. In fact, some of these readers have copies sent regularly to several different addresses, so that they will never be out-of-touch with financial news.

Advertising appearing beside these news columns cannot fail to reach this important group of people of wealth and buying power. Here is a "preferred" advertising circulation of national scope which reaches, without waste, the greatest number of people who have the most to spend as individuals on fine homes, golf, automobiles, travel, and other luxuries and necessities.

Here is a ringside seat for your advertising in the arena of Wall Street—where money has a big punch and the "big punch" takes the "big money."

A blanket rate covering all three papers of

THE BARRON GROUP

This rate will be quoted to advertisers or advertising agencies upon application.

Address either: Paul Howard, Advertising Manager of *The Wall Street Journal*, 44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of *Boston News Bureau*, 30 Kilby Street, Boston, Massachusetts

***The* BARRON GROUP**

**The Wall Street Journal
Boston News Bureau**

Barron's, *The National Financial Weekly*

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Don't Forget Those Who "Just Haven't Time," Aesop Glim

A Defense of Display Copy

By Herbert W. Stansbury

AESOP GLIM, in his article entitled "The Second Ten Copy Bromides," which appeared in the October 24 issue of *PRINTERS' INK*, has drawn a definite line of demarcation between what he terms Letter, or Lengthy Copy, as against Telegram, or Display Copy.

He explains that he is against all Display Copy in general because he has never felt a need for it. In my humble opinion, every advertiser is in need of every kind of copy and every medium of advertising that will create additional mental impressions for the product or products that he has for sale, provided, of course, that the cost of the space and the nature of the product warrants the use of it.

There are several mediums for advertising in existence today that have proved their ability to deliver advertising messages and sell goods, in spite of the fact that their physical nature prohibits the use of lengthy text matter. These mediums can carry only Display or Telegram Copy, and I do not wish to imply that they are good for every kind of product. But the wide awake advertiser cannot afford to overlook them for the general low or medium-priced articles that are sold to the masses. So much for Display Copy mediums.

Since Aesop Glim is against all Display Copy in general, he evidently does not approve of its use in publications. And yet he emphasizes the need for strong illustrations and headlines in order to create attention and lead the reader into the text matter. Aren't most of these powerful illustrations and headlines complete advertisements in themselves? At least most of them tell a great deal at a glance and make their products known to the casual readers who do not care to delve further.

I have in front of me a recent issue of a popular woman's maga-

zine. To put it lightly, I would say that fully two-thirds of the advertisements appearing in this magazine inform the reader almost instantly of what they are selling and at the same time make a strong appeal for the articles.

If the headline, illustration and name of product do not tell the story briefly at a glance the advertisement is losing a chance to deliver many extra thousands of mental impressions to countless readers who are not consciously interested or haven't the time to peruse the more explanatory text matter.

Up to the point where the more detailed story of a product begins, the average advertisement consists strictly of Display Copy, and thousands of readers are influenced either consciously or subconsciously who, considering the many advertisements competing with each other, could never hope to read but a very few of them.

There is a question that has been answered only with opinions as to whether most products are sold by the Display Copy section, or by the Lengthy Copy section of an advertisement, or by both. Both types have produced results, both types have failed.

The Ideal Advertisement

The ideal advertisement, as I see it, permits the reader to grasp at a glance what is advertised and then continues to sell him by telling him in detail the finer points of the product.

Take as many words as space will allow to tell your story, Mr. Glim, but don't overlook the value of Display Copy.

If I can picture a delicious salad and associate with that picture the name of the product that helped to make it delicious, focusing this on the minds of thousands of bustling folk who in this day of rush, with many different attractions di-

Good Copy

has put many a good article on the map. But how a good copy writer would have enjoyed the opportunity to talk about that "mouse-trap" manufacturer.

HAWLEY ADVERTISING COMPANY

Inc.

95 MADISON AVE.
NEW YORK CITY

verting their attention and taking up their spare moments, I have then won as many if not more customers than the few who find time to probe through Lengthy Copy in search of the product's hidden charms.

Use as many words as necessary without weakening Display structure, for there are many who will wish to read further, but don't miss giving those thousands who just haven't time an eyeful, too. There are many of these and their money is also good.

I am not attempting to lay down any rules for writing copy. Too much depends upon the kind of product and the conditions surrounding it. Nor am I criticizing Aesop Glim's excellent copy ideas. I am merely defending Display Copy and giving it what I consider its due importance in today's advertising.

To Represent Agencies in U. S. Chamber of Commerce

Frank J. Reynolds, president of Albert Frank & Company, Inc., New York advertising agency, has been appointed national councillor to represent the American Association of Advertising Agencies in the United States Chamber of Commerce. As a member of the council he will serve as a mediary between the advertising business and the Chamber of Commerce and will represent the association at the meetings of the council.

With Growers Co-operative Grape Juice Company

Asa D. Hall has been appointed sales manager of the Growers Co-operative Grape Juice Company, Westfield, N. Y. This company is planning a national advertising campaign in 1930, of which Mr. Hall will have supervisory charge.

Organize Nelson & Rogers

H. D. Nelson and J. L. Rogers have formed the firm of Nelson & Rogers, publishers' representatives, at San Francisco. Mr. Rogers until recently was business manager of the *California Parent-Teacher Magazine*, San Francisco.

Appoints Addison Vars Agency

Elsie Pierce, New York, beauty specialist, has appointed Addison Vars, Inc., New York advertising agency, to direct her advertising account. Newspaper, radio and theater program advertising will be used.

For the six months ending September 30th, The Sunday Post-Intelligencer's Leadership over the other Seattle Sunday paper is 30,141—a plus group of readers more than 22% as large as the other paper's total Sunday circulation.

SEATTLE POST- INTELLIGENCER

Washington's Greatest Newspaper

Circulation: 101,255 Daily; 164,331 Sunday

W. W. CHEW
285 Madison Ave.
New York City

J. D. GALBRAITH
612 Hearst Building
Chicago

F. W. MacMILLAN
625 Hearst Building
San Francisco

A. E. HARTLETT
3-122 General Motors Bldg.
Chicago

*One of the 28 Hearst Newspapers
Read by More Than 20,000,000 People*

Variations of the Silhouette Technique

Action Outlines or Solid White or Black Forms Are Always Interesting to the Eye and of Practical Assistance to the Visualizer

By W. Livingston Larned

THERE is a fascination to the silhouette, in any of its many forms, that seems to be unailing, year after year, and artists have found innovations or variants which sustain this interest.

One of the oldest of schemes, dating back to the Egyptians, it has been employed in advertising quite persistently since the most seasoned veteran can remember. Despite this, there are many who do not quite understand how the thing is accomplished. Perhaps this mystery of technique is responsible for the continued popularity and use of silhouettes.

That so much can be told in such a simple manner is a vitalizing influence. The solid black silhouette, for example, leaves nothing to be desired in the way of character portrayal and skilled delineation of types.

If you have never posed, in profile, with a bright light casting a shadow against a piece of cardboard on the wall opposite, and had this shadow filled in with ink or black paint, you have missed an interesting experience. For a perfect likeness will result. The absence of detail is not important. Any amateur can make an acceptable silhouette of this school. And where printability and simplicity

are desired, the silhouette is quite indispensable. It seems to rest the eye in an age of infinite detail and many extraordinarily freakish techniques.

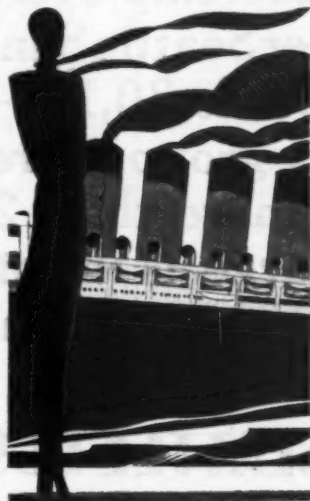
A booklet was illustrated this year, a most unusual and artistic booklet moreover, with photographic silhouettes in black against tint blocks of orange, and the entire set of twenty originals was made by the camera alone. There was no retouching.

This series included numerous studies of costumed figures in action. Models were coached, given access to an elaborate theatrical wardrobe and then posed under specific lighting conditions. As a result the figures came out, on the negatives, as solid black silhouettes.

But the modern photographer finds it also possible to produce other forms of

silhouette illustration including the black combined with a haze of gray to soften its abrupt contour. Also camera pictures may be made in which faces are in semi-detail, while all else is in silhouette black.

There is nothing extremely difficult or involved in the processes. Knowledge of light and time of exposure are of first importance. Some very beautiful effects have appeared during the last few



Some Silhouette Illustrations, Such as This from a Cunard Line Advertisement, Are Striking and Beautiful

WATERBURY

CONNECTICUT

"Has Something on Everybody"

Many years ago, before the adoption of Waterbury's slogan, "The Brass Center of the World," the saying "Waterbury has something on everybody" was famous in many parts of the country.

This saying was originated because of the diversity of Waterbury's industries. Pins, watches, buckles, buttons, novelties, pencils, rings, and many other such articles, were, and still are, manufactured in enormous quantities in this city. Few people, therefore, can claim the distinction of being without "something from Waterbury."

Waterbury's factory workers are well paid and prosperous as evidenced in the fact that there is an average of \$1,815.00 per family on deposit in Waterbury Savings Banks. More than 4 out of every 5 English reading families in Waterbury who read a Waterbury newspaper read the Republican or the American. Hence, national advertisers can cover this thriving city thoroughly at one cost through the

WATERBURY REPUBLICAN

AND

Waterbury American.

GILMAN, NICOLL & RUTHMAN
National Representatives

New York

Boston

Chicago

Detroit

San Francisco

Is there anyone too big to do your advertising?

WHEN an advertising agency accepts the invitation to direct any advertising account, it accepts also a tremendous and far-reaching responsibility.

Upon the ideas it supplies, upon the skill with which it sways the buying mind, may depend not merely the progress of the business advertised but, very possibly, the prosperity and well-being of each employee of the advertiser.

Certain agencies, such as the Roche agency, deliberately limit their accounts. We attempt to serve no greater number of clients than our principals have time for.

The substantial revenues we receive mean that no advertising ability is beyond our reach. Yet no ability we provide is too important or too expensive to be devoted to the needs of even our least pretentious advertiser.

Roche

ADVERTISING COMPANY

The Twenty-Sixth Floor of the Straus Building

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months, wherein some foreground object is in vigorous detail, while reflections and shadows appear in the background as mere flat gray masses, sometimes as exquisitely wrought as if drawn there or painted in by the patient and experienced hand.

One of these campaigns featured the product "up front" while on the walls, behind, were Colonial figures in medium-gray silhouette—ghosts of people, secondary in display importance, yet enlivening and putting action into what would otherwise be still-life illustrations.

Just as interesting is the type of picture which throws one half of a figure in silhouette—or an inanimate object for that matter—and brings the remainder out in detail. Thus, if in a tube of tooth paste, for example, the composition called for emphasizing and calling attention to some specific part of the tube or its label, the remainder could be steeped in shadow silhouette, dead black.

It should be understood, therefore, that the silhouette form is elastic. In the olden days, about the only approach was either a white silhouette against black, or the direct reverse. And the camera had not discovered ways and means of creating variants of the idea.

There is the "shadow silhouette" composition now used to an appreciable extent. Figures or objects are posed, in full light, and cast black shadows behind them. These give the illustration a poster technique, often very original and always tending to further emphasize the foreground material.

The solid black silhouette is specifically useful when a great deal must be shown in a limited amount of space. Not long since, I followed the various steps taken when an advertiser insisted upon showing a jazz orchestra in a space two inches wide by one inch in depth. The artist made his draw-

ing first in full shade but it would not, of course, reduce without filling in.

Then he deleted much of this detail with white and a plate was made. The results were even less satisfactory. A photograph was taken, retouched, and put in plate form. It was a confused blur. The first drawing was traced off, emphasized a bit as to its action of the players, and silhouetted in

Simplicity

SEE new style come to Simplicity! Beauty of line through skilful design! Natural Bridge Arch Shoes, however, are not only "good to the eye" but "good to the foot"—and what's equally important—"good to the pocketbook"! Why pay more, when so much may be had for so little? A quality shoe that protects the natural loveliness of dainty feet—naturally! All sizes. All widths. Write for name of nearest dealer.

NATURAL BRIDGE SHOEMAKERS
Lynchburg (Division of Cuddihy-Tony Company) Virginia

LISTEN IN!
Delightfully magnetic program sponsored by National Arch Shoe Manufacturers Association and American Footwear Institute. Broadcast Thursdays, 8-9 P.M.

\$5 to \$6

NATURAL BRIDGE ARCH SHOES

White Silhouettes Are Popular with Some Advertisers—This One Is Used as a Mortise for the Text

black. It reproduced perfectly.

The criticism is so often heard that because of the all-over black, the silhouette is not very practical. But it is forgotten or overlooked that the eye, the mind, fill in this missing detail. Imagination picks up where the illustration leaves off.

If you would experience an altogether interesting hour, take a copy of a magazine and a bottle of ink and with a brush fill in the outlines of such figure illustrations as you come upon. In many instances, the silhouettes will be far more attractive and compelling and original than the originals. Solid black makes them more vigorous and of

a higher imaginative quality. As a rule, the combining of other techniques with the silhouette does not work out satisfactorily. There is a clash, immediately. One thinks of oil and water.

For example, to superimpose a silhouetted black figure against a pen and ink detail background will prove a disappointment. The strength of the figure is confused and cut down, and the detailed sections of the picture also suffer.

But placing the silhouette in gray, on a black background, or in white against any tone of gray, or black, turns out satisfactorily. And plain white paper for the black silhouette is best of all.

I have seen an attempt to combine detailed pencil half-tone backgrounds with black silhouette studies, and it was a patch-work combination not to be encouraged. The silhouette, in brief, does not seem to assimilate with other art techniques.

The silhouette style is excellent for small booklets, where spots of interest are to be distributed through type pages, not too obtrusively. They may be run in flat color and are most attractive, without detracting from the typography.

The use of silhouettes for newspaper advertising has increased, although it is necessary to watch large areas of solid black as they sometimes print a mottled gray, and are less than effective, as a consequence.

This has caused many advertis-

ers to adopt the parti-silhouette, figures being almost solid black, although relieved here and there by a small measure of detail in white. Thus, breaking up the black assures better, safer printing conditions.

Although a warning has been issued against black silhouettes combined with cross-hatching, pen and ink, or any too detailed background, there is no objection to several silhouette planes of tone being combined in a single illustration. Some of the most original illustrations of the last year, indeed, have been in this medley of silhouettes.

To clarify what I have in mind: The figure of a pretty girl is superimposed against a solid black background panel. Her face might be silhouette white with no features, no detail of any kind, her dress light gray, her hair a darker gray, her slippers a gray that is almost white. Thus many silhouetted tones do not clash. And the technique is pronouncedly original and daring.

There is the black silhouette where the play of light against one side and from one direction breaks up the monotony of flat tone. This might not be "silhouette" in the true sense, but it is certainly closely

allied and most attractive. Some of the most pleasing studies of this kind were photographed from models and lighted exactly as they finally appeared. In other campaigns, original figures were silhouetted in black and the gray



This Illustration from a Finery Hosiery Advertisement Is an Excellent Example of a Well Handled Silhouette

IF YOUR CLIENT or the firm you work for hasn't special executive letterheads, it *ought* to have. And a live advertising manager or agency usually sees to it that important correspondence is typed on a letterhead which suggests in itself the prestige and standing of the firm.

Crane's Bond is a 100% new white rag paper. Its outstanding quality and distinction makes it a valuable asset in building prestige and good will. And its extra cost is so slight as to be hardly worth consideration.

CRANE'S BOND

for letterheads and envelopes

CRANE & CO., Inc. • DALTON, MASS.



Y. W. C. A. Market

Reached Through

The Womans Press

the National Magazine of the
Young Women's Christian Assn.

A Double Market



Y. W. C. A., Cincinnati, Ohio

That Reaches
Individually

600,000

Women
Members

196,000

Girl Reserves

49,000

Board
Members

The key women
of our cities
and towns

One of 25 new buildings. Nine under construction, 34 being planned. A \$5,000,000 one-year building program.

A market that reaches buying executives for 690 buildings. Construction materials, furnishings, operating supplies.

There are 304 Y. W. C. A. cafeterias. These serve three meals a day, afternoon teas and club banquets. One cafeteria buys over \$2,000,000 worth of food a year.

255,000 girls registered in the physical education classes last year. 196,000 girls now belong to the Girl Reserve group.

THE WOMANS PRESS

published at the national headquarters has mailing lists of buyers of every commodity. These with a complete plan of individual services are free to advertisers.

Write for terms to

CLARA JANOUCH

Advertising Manager for The Womans Press
800 Lexington Ave. New York City

highlights added at the very last moment.

In a sense, the new series of illustrations of Colgate faces, with gleaming white teeth, against black backgrounds, are born of the silhouette school, a remarkable degree of concentration being secured by this spotlight effect and the consequent fading off of all else, into the black panels.

There is always something new in the silhouette field and they grow more attractive, as the seasons come and go.

Fabric Makers Vote National Campaign

A national advertising campaign to promote the sale of automobile seat covers was voted at the convention of the Associated Manufacturers of Fabric Auto Equipment at Chicago recently. An appropriation of \$30,000 will be expended during the coming year.

Roy N. Thomas, Thomas Auto Top Company, Muncie, Ind., was elected president. Clarence J. Rennekamp is the new vice-president. Paul J. Herzberg, and E. J. Herrmann were re-elected secretary and treasurer, respectively.

It was also voted to establish permanent headquarters at New York after the first of the year. W. J. Parker has been appointed commissioner of the association.

Change in Moss-Chase Officers

Following the resignation of Sherwood C. Moss as secretary-treasurer of The Moss-Chase Company, Buffalo, N. Y., advertising agency, officers of that agency are now as follows: Jerome B. Chase, president and general manager; Edmund J. Felt, secretary, and Miss W. A. Hamelman, assistant secretary and treasurer. Mr. Moss, as previously reported, has become director of sales and advertising of the Flexume Corporation, Buffalo, electrical advertising.

Botsford-Constantine Agency Opens Los Angeles Office

The Botsford-Constantine Company, Pacific Coast advertising agency, has opened an office at Los Angeles, from which activities of that agency in Southern California territory will be directed. The new office will be in charge of Chet Crank, recently-elected vice-president of the Botsford-Constantine Company.

Cosmetic Account to Littlehale, Burnham, Fulton

The Cleopatra Chemists Corporation, New York, manufacturer of cosmetics, has appointed Littlehale, Burnham, Fulton, Inc., advertising agency of that city, to direct its advertising account.

We Extend Greetings

to Building Material Marketing, published by National Trade Journals, Inc., in affiliation with the Architectural Forum, Building Age, and their other publications in the building field.

We especially welcome the statement "that the success of the building industry is largely in the hands of the dealer"—and "every national problem is simply a multiplication of many local ones. In other words, any plan that meets the situation must take the local community as its base and must take the key building material dealers as the hub of each local situation."

This is what *Building Supply News*, the pioneer paper devoted to the problems of merchandising all types of building materials, has been shouting from the house-tops for the past thirteen years. Every issue has been built around the dealer problems of marketing, finance and yard operations. And the big dealer audience of *Building Supply News*—the biggest in America paying an "admission fee"—is composed of 10,000 "key" dealers—the large, progressive leaders who control the greater part of building material sales.

You're absolutely right, Building Material Marketing—these key dealers are a most important factor in the distribution of building materials.

BUILDING SUPPLY NEWS
Old Colony Bldg. - Chicago



TEN THOUSAND
Lumber
& Supply Dealers
CAN'T BE WRONG

All 118 Year National Lineage Records Broken

October 1929 was our first 300-column month

	Lines		Lines
October 1929.....	96,619	October 1929.....	96,619
October 1928.....	61,661	*November 1922.....	85,755
Gain	34,958	Gain	10,864
Roto	7,296	Roto	7,296
TOTAL GAIN.....	42,254	TOTAL GAIN.....	18,160
		*Former Record	

The Ten-Month Records

	Lines		Lines
10 months 1929.....	698,334	10 months 1929.....	698,334
10 months 1928.....	512,749	*10 months 1926.....	655,496
Gain	185,585	Gain	42,838
Roto	30,726	Roto	30,726
TOTAL GAIN.....	216,311	TOTAL GAIN.....	73,564
		*Former Record	

The Ohio State Journal
Columbus, Ohio Established 1811

NATIONAL REPRESENTATIVES

Story, Brooks & Finley—New York, Chicago, Philadelphia
Gravure Service Corporation—New York, Chicago

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Broadcasters Plan Conferences on Problems

WHILE legislative relations with the Government were the principal concern of the members of the National Association of Broadcasters at their convention at West Baden, Ind., last week, advertising problems came in for considerable discussion.

One action of the meeting was directed at objectionable advertising, including both commodities, services and schemes of doubtful character and "unmentionable" products whose qualities can perhaps be extolled gracefully in print, but not to the ear. Constant importunings, for time on the air for these, it was felt, had brought about the need for some sort of uniform regulation and standards of appraisal. Accordingly, a resolution, prepared by the committee on ethics, was adopted calling for negotiation of a working agreement with the National Better Business Bureau.

Under this ruling members of the association are to submit all complaints of unfair practices and propositions from doubtful advertisers to the Bureau for its consideration and co-operative action. It was voted to advise the Federal Radio Commission of this action and recommend the formal adoption by that body of the code of ethics, or one similar to it, passed by the association last March, as part of the procedure in determining whether a station is operating in accordance with public interest, convenience or necessity.

A second action involved the study of broadcast advertising result data. The commercial broadcasting committee expressed the belief that an attempt should be made to discover just what information is desired by national advertisers and advertising agencies in this respect and pass the material on to the individual stations for their guidance. A resolution recommending the appointment of a committee to confer with the American Association of Adver-

tising Agencies, the Association of National Advertisers and any others interested was passed.

Over-commercialization was another prominent subject of discussion, although no action was taken. Members favored briefer, yet adequate and more skilfully worded credits. It was suggested, too, that the use of local programs by dealers in co-operation with the manufacturer, each paying half the cost, be encouraged.

A new advertising contract was adopted eliminating the cancellation clause which normally applies to publication space and had previously been embodied in the broadcast contracts.

Harrison J. Cowan, of Cowan & Prindle, Inc., New York, stressed, in a talk before the group, the need for putting broadcast advertising into such a form as can be merchandised by the salesmen to the dealers, citing the presentations of forthcoming publication campaigns as examples. He also pointed out as a major evil the fact that radio programs as presently designed are too often merely an expression of the individual entertainment tastes of the advertiser and the advertising agent.

Russell B. Williams, of the Chicago office of the Reincke-Ellis Company, talked on the viewpoint of the buyer of radio advertising.

Country Club Account to Wales Agency

The Ocean-Forest Hotel and Country Club, Myrtle Beach, S. C., has appointed the Wales Advertising Company, Inc., New York, to direct its advertising account.

Changes in Staff of "Credit Monthly"

Chester H. McCall has been appointed director of advertising of the *Credit Monthly*, New York. Kendrick W. Diller has been appointed Eastern advertising manager.

Ben Schneider with Kirby Agency

Ben Schneider, formerly assistant advertising manager of the *Grand Central Zone Tab*, has joined the Leo E. W. Kirby Advertising Agency, New York, as an account executive.

Wanted—Two Women Artists

One of the leading manufacturers of material used by art students has a position for (1) A woman artist, who either now is or has been an art teacher or a supervisor of art, to call on Boards of Education demonstrating its products. (2) A woman artist to demonstrate and sell its products in the art and needle craft departments of leading department stores. Remuneration in each case will be salary plus all traveling expenses. Replies will be held in the strictest of confidence. Address "C," Box 93, care Printers' Ink.

ACCOUNT EXECUTIVE COPY WRITER

One of the leading Cleveland* agencies needs an account executive and an experienced man for its copy department. All correspondence will be handled in strict confidence. Address "O," Box 234, Printers' Ink.

*Ohio ranks second in expenditures for national advertising. The Cleveland field of activity is sufficiently large to attract the best.

Steel Founders Adopt Five-Year Sales Program

At the convention of the Steel Founders' Society of America, held at Chicago recently, a five-year co-operative merchandising program, was adopted by the members. An important feature of the plan is the fostering of advertising to industrial markets by individual founders, who, in the words of Granville P. Rogers, managing director, "have evinced a strong tendency to undervalue advertising as a selling force and have never used it to any great extent," and, eventually, a co-operative national advertising campaign. It is anticipated that joint advertising will get under way in the third year of the program.

In a survey report of the industry presented by Mr. Rogers, a decided "production-mindedness" and an accompanying tendency to neglect the importance of distribution on the part of the industry was shown. This, the report stated, has resulted in a gradual, and potentially serious, encroachment of the existing market by other products which have been aggressively merchandised. In the face of this; 83 per cent of the steel casting industry, the report brought out, is doing nothing in the way of aggressive merchandising and selling effort and but 5 per cent is making any extensive effort in that direction. Concurrently, evils within the industry, such as price-cutting and over-emphasis on volume at the expense of profit have developed.

The new plan calls for organized study and effort to correct the intra-industry evils. At the same time new uses for steel castings and improvements in the product will be developed by research.

J. E. McCauley, Birdsboro Steel Foundry & Machine Company, Birdsboro, Pa., was elected president. Vice-presidents are W. H. Worrlow, Lebanon Steel Foundry, Lebanon, Pa.; John E. Galvin, Ohio Steel Foundry, Lima, Ohio; Arthur Simonson, Falk Company, Milwaukee; and E. H. Cornelius, Oklahoma Steel Casting Company, Tulsa.

Honor Charles T. Root

Directors of the United Publishers' Corporation, New York, recently held a dinner in honor of their fellow director, Charles T. Root, on the occasion of his eightieth birthday. Mr. Root was the first president of United Publishers' Corporation. In the early eighties, he opened the New York office of the Boston Herald, eventually becoming editor and publisher of the Dry Goods Economist. Later he was president of the David Williams Company before assuming the presidency of United Publishers.

Norwalk Tire & Rubber Advances C. K. Wolfe

Carl K. Wolfe is now sales promotion and advertising manager of the Norwalk Tire & Rubber Company, Inc., Norwalk, Conn. He formerly was a member of that company's sales staff.

THE GEORGE L. DYER COMPANY

of NEW YORK and CHICAGO

AND

OLSON & ENZINGER, INC.

of MILWAUKEE and NEW YORK

Announce the consolidation of their
organizations and the formation of the

DYER-ENZINGER COMPANY

INC.

ADVERTISING

NEW YORK — CHICAGO — MILWAUKEE

The new corporation will maintain complete producing and service organizations in New York, Chicago and Milwaukee, and an affiliated office in New Orleans. The union of these two advertising agencies, both outstanding for the earnest professional character of their relationships with clients, has been effected to create a new standard of advertising and merchandising service—in keeping with the greater needs of American business leaders facing the difficult problems of the new competition ~ ~ ~ In the new Dyer-Enzinger Company, this highly professional and intimate type of service is preserved and expanded to national scope to provide the daily contact with changing local conditions that is so essential to present-day sales success.

NEW YORK

285 Madison Avenue

CHICAGO

Willoughby Tower

MILWAUKEE

Century Building

NOW AVAILABLE A MERCHANDISING SALES EXECUTIVE

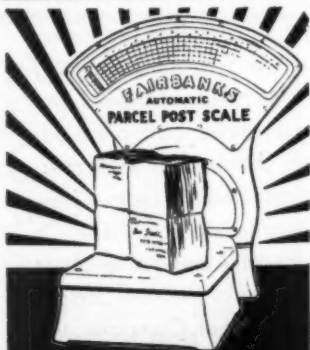
A man with many years experience in the directing of merchandising and sales operations for nationally-known corporations.

Experience covers the following fields: 8 years, Auto Accessory and Hardware; 3 years, Building Materials; 3 years, Drug Sundries; 3 years Clock Industry.

Past record in the directing of salesman, in the planning of aggressive sales operations, and in effective merchandising of advertising campaigns, will prove ability and character.

An executive of middle age, keen to put his experience into the making of future records.

Address "A," Box 91
Printers' Ink



**Ship
printed matter
with
correct postage**

*Avoid waste
and returns...*

SA 570-3

Are We Ironing Out the Business Cycle?

(Continued from page 8)

both the amount and duration of the anticipated recession, and we can be sure that even if these agencies are not this time as effective as hoped for, there will come a time when business cycles will be so moderated that crises and depressions will be considered relics of a barbarous business age.

Discuss Status of Screen Advertising

Operation of the Screen Advertising Bureau at Detroit was the principal topic of discussion at the convention of the Screen Advertisers Association held recently at that city. The Bureau, it was pointed out, offers a centralized point of contact with the several film advertising companies who control the advertising franchises of 80 per cent of the theaters of the United States in which screen advertising is used. The Bureau also assists the advertiser in the production of suitable films for distribution to the theaters and handles the distribution of such films to its members.

Another subject that commanded interest at the convention was the use of sound and color in screen advertising. Demonstrations were given to show how far their use had progressed in commercial work. J. E. Grimm, Jr., of the General Motors Corporation, led a discussion on the subject of national screen advertising. "How a Local Screen Advertising Salesman Can Cash in on National Advertising" was discussed by E. S. Hunt, district manager of the Alexander Film Company, Colorado Springs, Colo.

"Forecasting the Use of Color and Sound in Advertising Films" was the subject of a talk by George A. Blair, of the Eastman Kodak Company, Rochester, N. Y. L. E. Franseen, of the Motion Picture Advertising Service Company, New Orleans, spoke on "What's New in Motion Picture Advertising, with a Prophecy for the Future."

At the business session of the convention, James P. Simpson, manager of the Screen Advertising Bureau, was re-elected president of the organization.

Raymond Senusky Joins Maxon Agency

Raymond Senusky, formerly assistant sales and advertising manager of the Larowe Milling Company, Detroit, has joined Maxon, Inc., advertising agency, of that city.

Appoints Ford-Parsons-Stecher

The Vincennes, Ind., Sun has appointed Ford-Parsons-Stecher, Inc., publishers' representative, as its national advertising representative.

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E.
New York

Reading Times

The Largest Morning Paper in Pennsylvania Outside of Philadelphia and Pittsburgh . . . Read in Four Out of Every Five Homes in Berks County

The Trend to The Times Is Becoming an Avalanche .

CIRCULATION—

The Reading Times is
FIRST in City circulation.

The Reading Times is
FIRST in Country circulation.

The Reading Times is
FIRST in Total circulation.

The Times has by several thousands the largest net paid officially audited (also Publisher's Statement) circulation ever attained in Reading and Berks County.

The Times has the largest circulation of any morning newspaper in Pennsylvania outside of Philadelphia and Pittsburgh.

ADVERTISING—

During last five years
(Since John H. Perry's ownership)

The Times stood **THIRD** one year among ALL dailies in the United States in increased advertising linage.

The Times stood **SECOND** one year among ALL dailies in the United States in increased advertising linage.

The Times stood **FIRST** one year among ALL dailies in the United States in increased advertising linage.

The Reading Times

carried 91,462 lines

more of foreign

advertising in October

of this year than it did

in October of last year.

NATIONAL REPRESENTATIVES

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Detroit Atlanta Dallas Kansas City San Francisco

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1838 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year, Canadian, \$1.00. Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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NEW YORK, NOVEMBER 14, 1929

Mergers and Chinese Money

At a recent gathering of prominent advertisers there was much talk about "no more Chinese money." There was a stock broker's office near where they were meeting and many a man, as he looked at the prices on a day when stocks were again plunging downward, was glad he had decided to continue in business alone.

"Now we'll be able to go back to work up in our town with no more enormous offers from merger promoters to distract us," said one. "I am convinced, incidentally," he continued, "that these offers must have been in Chinese money. If I had sold out for the \$6,000,000 in stock that one promoter offered, I would now have stock worth \$2,750,000 and my business pays more than 7 per cent on that basis." Many others were figuring how

much less they would really have received had they merged at the high and hectic top prices commanded by securities a few weeks ago.

The general feeling seemed to be that there would be fewer eager promoters and searchers for finder's commissions to waste time painting rainbows, and that executives would have more time to spend on sales problems, instead of thinking of the profits on stock split ups and exchanges.

One merger of banks recently called off in New York offers a good example of what has happened to some of the exchange-of-stock mergers. The stocks of the two institutions it was proposed to merge have fallen from 40 to 60 per cent of their former prices. The "cash value" which had been placed upon the shares of one of the banks by the other at the time the merger was planned, would have caused, if carried into effect, a net loss of almost \$35,000,000 to the stockholders of the principal bank.

In many other instances, stockholders and owners in a company who thought they had received something worth a certain number of dollars, have found themselves in possession of shares quoted at an entirely different valuation. Many manufacturers believe that top offers were made by the bankers several months ago and that with no more inflated stock values to trade with, the day of one sort of merger is definitely finished. The merger from now on will have a far different basis of valuation than those based on thirty times annual earnings (paid for in stock) about which we heard so often a few short months ago.

Is the Cost of Volume Too High?

In asking the question: Is the cost of volume too high? at the annual meeting of the Associated Grocery Manufacturers, O. H. Cheney, vice-president of the Irving Trust Company, New York, gave a new twist to a problem which has long been puzzling executives. If a certain definite volume, far above the initial output,

reduces logical to the volume. But, as M talk, pri new and come up in arithm simple.

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Energy and Expansion

mathemat somewhat explain to energy an tions of that thing scrambled remain b mise upon rely. At issue, nob law of th

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reduces prices per unit, it seems logical to some people that double the volume would be better yet. But, as Mr. Cheney observed in his talk, printed elsewhere in this issue, new and complicating factors have come up to make a simple problem in arithmetical progression not so simple.

There is going to be a greater disposition in the future for merchandising executives to examine more closely the cost of new volume. "What sort of accounts are most profitable and where are they?" is going to be a question asked more often than "why can't we get volume?"

In this more careful analysis of potentially profitable markets, credits will also be investigated more thoroughly than ever before. Every new sale must be scrutinized as a possible loss. There are numerous indications that the fake bankrupt will use the stock market break as a convenient excuse to get away with merchandise. As volume is more carefully scrutinized, the modern salesman becomes less of a high-pressure man, more of an analyst and credit scout.

The whole development of a more sane attitude toward mere volume at any cost, should serve as a valuable stabilizing influence in business for the coming year.

Energy and Expansion

Scientific progress has upset the old atomic theory. Physicists and mathematicians are trying, with somewhat indifferent success, to explain to the laity that matter and energy are merely two manifestations of the same thing—whatever that thing may be. In a world of scrambled concepts, there seems to remain but one philosophical premise upon which we laymen may rely. At the press time of this issue, nobody yet had repealed the law of the conservation of energy.

It is the law that renders impossible of realization the ideal of perpetual motion. Mechanically, it is the natural law that prevents any sort of mechanical device from creating, by its own operation, the energy to keep itself running. That

which comes from the machine in the form of result can be no greater than that which is put into it in the form of impulse. Indeed, effect must always be less than cause, for there intervenes between the two the ubiquitous, energy-absorbing obstacle that is called friction.

And the law, often forgotten, operates not only in mechanics, but in business. Its operation explains many of the shortcomings of over-expansion, of over-organization, of over-complication. It is a law that has imposed its penalties, rather often, upon mergers.

Piled too high, or spread too far, the business machine loses its energy in the friction of its parts. Many a merger has been explained on the ground that consolidation makes possible "centralization of control." From a single center shall emanate all the administrative effort to direct the business—and all the mental energy to impel it.

The same idea of centralization of the source of energy is the motive of the central heating plant. Such plants, if they restrict themselves to distributing areas close to their boilers, can operate economically. However, you can trace the pipe-lines of some of them—in winter. They underlie the streets off which snow and ice melt most quickly.

Water you can pipe a hundred miles, and predict its pressure at all its outlets. But water is cold. Steam is more nearly human; for steam is like inspiration and loyalty. It is warm, and alive. Send steam out through pipe-lines and a part of it will earn revenue. The other part will warm the pavements of the boulevards.

Centralization of control? The chain stores tried it; and now they are swinging the other way. Chain-store managers, out at the outlets of the system, are being made partners in the business. Each, in effect, becomes a source of energy on his own. Each becomes a power plant, imparting new spirit, new effort, new impulse.

Energy from a single source cannot augment itself, but only lose its force in expansion. Water can

rise no higher than the level of its origin. And not even a super-executive of business can set at naught the laws of Nature.

Advertising and the Present Market

There is nothing particularly new in the optimistic statements from business leaders which have greeted the current financial market. Receding stock prices in the past have always been the signal for such statements from men who feel that bad psychology is as dangerous to business as are any actual conditions of business depression.

This year, however, there has been a new manifestation which shows an appreciation on the part of industrial leaders of the powerful force that advertising is, not only in moving merchandise but in creating a public attitude of mind. Therefore, where a few years ago these leaders contented themselves with the usual statements to reporters, this year they are going a step further and telling their story in national advertising.

A number of advertisers have stepped outside their current campaigns for the moment to preach the doctrine that American business is fundamentally sound. They have done so because they believe that facts and figures printed in advertisements carry a great weight with the American public.

Business men generally will watch with interest the effect this advertising will have on an unsettled state of mind. The most ardent supporters of advertising do not believe that advertising alone will do the job, but it is not too optimistic to feel that advertising will play an important part in stabilizing what has threatened to become a dangerous situation.

The current use of advertising is one more evidence of a wide and growing appreciation of the flexibility of advertising and its ability to do the unusual as easily and effectively as it does the usual everyday tasks to which it is put year in and year out.

Now That We're Back At Work

Everyone remembers the story of the man in the German brewery who was famous for drinking a bucket of beer at one standing. Also how a number of American tourists visited the brewery after the war and asked to see the man do it. There was a long wait and finally the man appeared and performed his feat. Then some curious tourist asked why he had been so long in coming and the man replied that he had not tried it since the war and had to drink a bucket first to see if he still could do it.

Much has been written about the number of men who will have to go back to work as the result of the recent stock market decline. Some misgivings are also voiced as to how well they will work and what will be the result. But an answer may be found in the feat of the brewery worker, for if a period of supposed prosperity, such as we have just passed through, could have been accomplished with a large group of men devoting only part of their time to work and the rest of it to stock manipulations, then that which is accomplished by those men when they try again may be phenomenal.

One of the necessary by-products of speculation is that it broadens a man's views and interests and teaches him the value of knowing what is going on about him. As a result many men will be returning to their jobs, not with as narrow a vision as before, but with a realization that their prosperity is closely allied with the prosperity of those around them and this will tend to make them more favorably inclined to co-operation and to helping their industries.

Aesop Glim Delights an Epicure

THE WERNER G. SMITH CO.,
CLEVELAND, Nov. 4, 1929.

Editor of PRINTERS' INK:

Your Aesop Glim articles are good. I have been in industrial advertising so long I no longer point with pride to the number of years, and no longer eagerly devour every advertising banquet placed before me, but this stuff is good. Thought you might be glad to know it.

LOUIS F. FERSTER.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap
and Glycerine Producers

"NOT HOW MUCH, BUT HOW WELL"

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Advertising Club News

Canadian Clubs to Consider All-Canadian Association

Wallace G. McGruther, director of the Advertising Club of Montreal, has sent a letter, following the re-organization of the International Advertising Association, to the following clubs to ask their opinions regarding the advisability of forming a separate association for Canadian advertising clubs: Advertising and Sales Bureau, Vancouver; Advertising Club of Hamilton; Thunder Bay Advertising Club; Advertising and Sales Club of London, Canada; Ad-Craft Club of Toronto; Advertising Round Table of Toronto; Advertising Club of Winnipeg and the Advertising Club of Edmonton. Part of the letter follows:

"The individual Canadian Advertising Clubs have been invited to join the Advertising Federation of America and they have also been invited to join the Advertising Association, Inc., (Great Britain). While we in Montreal appreciate these invitations, we feel that a Canadian Advertising Affiliation should be formed (with an elected executive secretary and secretary), the membership of which would consist of all Advertising Clubs of Canada with the following objects:

"1. To take its place as a full member of the newly created I. A. A. and participate in its benefits and discussions.

"2. To control ethically advertising practices and principles in Canada.

"3. To assist in the promotion of Inter-Empire trade by advising any publicly constituted body on advertising propaganda or to appear before Commissions on Advertising and

"4. To watch legislation and trends which affect advertising.

"We would ask you to bring the matter before your board of directors and inform us of their views as a basis on which to discuss the formation of a Canadian Association."

* * *

J. E. Wiley Heads Cleveland Advertising Legionnaires

John E. Wiley, vice-president of The John S. King Company, Inc., Cleveland advertising agency, has been elected commander of the Cleveland Advertising Post of the American Legion. Larry Doran, president of the American Engraving Company, was elected vice-commander and Myer J. Wenning, of the Art Engraving Company, was made adjutant.

* * *

Rochester Club Celebrates Twentieth Anniversary

The Rochester Advertising Club, Rochester, N. Y., recently celebrated its twentieth anniversary. Guy W. Ellis, its first president, was the principal speaker for the occasion. Nearly all of the ex-presidents of the club were present.

Lists Three Steps in Preparing Successful Copy

Good copy is only incidentally a problem of writing, but mainly a problem of knowing the conditions that concern a market and a buyer in that market, then fitting the copy slant and appeal to those conditions. The preparation of successful copy depends on knowing, first, the market conditions to be met, secondly, why the reader should buy your product and, thirdly, how to prepare the advertisement to attract the largest number of readers. This was the gist of a recent talk made before the Advertising Club of St. Louis by R. G. Yost, of the Yost Advertising Company, of that city, on the topic of "The What, Why and How of Copy."

Mr. Yost suggested that the copy writer at the start, should forget entirely about writing copy, and think of what he is trying to accomplish with the copy.

* * *

Oliver A. Life Heads St. Louis Industrial Advertisers

Oliver A. Life, advertising manager of the Emerson Electric Mfg. Company, St. Louis, was elected president of the Industrial Advertisers Association at its annual meeting in St. Louis recently. The Association is a department of the Advertising Club of St. Louis.

Other officers elected were: First vice-president, James R. Kearney, Jr., advertising manager, James R. Kearney Corporation; second vice-president, Carl B. Dietrich, sales promotion manager, Wagner Electric Company; secretary, Noel Grady, advertising manager, Fred Medart Mfg. Company and treasurer, G. C. Bradshaw, Mallinckrodt Chemical Works.

* * *

Poor Richard Club to Hold "Early Days" Meeting

On November 19, the Poor Richard Club of Philadelphia will hold a meeting at which some of the first members of the club will tell reminiscences of the early days of the club. Among the speakers will be Joseph Appel, Robert H. Durbin, Carlton H. Graves, Karl Bloomingdale and William J. Eldridge, oldest living president in point of years of service.

* * *

St. Louis Bureau Re-elects

Nelson R. Darragh, president of the F. C. Taylor Fur Company, was recently re-elected president of the Better Business Bureau of St. Louis. The coming year will mark his third term as president. Other officers re-elected were: Kelton White, G. H. Walker and Company, vice-president; John L. Longmire, I. M. Simon Company, treasurer, and Harry W. Riehl, general manager of the Bureau, secretary.

Portland, Oreg., Club to Sponsor Contest

Everett W. Fenton has been appointed general chairman of the third annual Christmas outdoor illumination contest, to be sponsored by the Portland Advertising Club. Mr. Fenton originated the contests in 1927. Henry C. Judd is residential division chairman.

Joins Bloch Agency

Robert W. Warner has joined the staff of the Adolph L. Bloch Advertising Agency, Portland, Oreg., in charge of production.

An Agency Gets Suggestions for Its Clients

CRUTTENDEN & EGGE

CHICAGO, Nov. 6, 1929.

Editor of PRINTERS' INK:

May we take this opportunity to thank you for the very generous list of references furnished us in regard to window display and dealer helps. These are and will be of genuine assistance to us in offering suggestions to several of our clients. We can say, without the slightest hesitation, that we know of no source that offers more in the way of helpful suggestions than your publications.

LEON H. LEWIS.

Chain-Store Sales for October

Company	October 1929	October 1928	% Chg.	10 Months 1929	10 Months 1928	% Chg.
F. W. Woolworth...	\$27,678,092	\$26,896,467	2.9	\$232,720,402	\$217,213,701	7.1
J. C. Penney	23,301,812	19,446,880	19.8	155,682,150	132,289,679	17.6
Safeway Stores ...	19,714,471	9,740,261	102.4	171,321,190	84,894,769	101.8
S. S. Kresge.....	13,760,748	12,925,338	6.4	118,047,694	109,484,820	7.8
National Tea	7,711,721	7,445,888	3.5	74,176,775	70,181,807	5.6
S. H. Kress	5,823,755	5,700,970	2.2	50,371,339	47,447,521	6.2
W. T. Grant	6,164,325	5,417,581	13.7	47,401,319	39,143,127	21.0
McCrorry Stores ...	3,798,278	3,476,912	9.2	33,558,398	30,436,028	10.2
Daniel Reeves	3,379,589	3,176,259	6.4	28,051,715	26,071,706	7.5
H. C. Bohack	2,917,610	2,591,159	12.6	21,190,085	18,709,497	13.2
J. J. Newberry	2,542,613	1,871,286	35.8	20,030,109	14,193,342	41.1
Interstate Dept. Stores	2,494,388	2,091,599	19.2	19,688,305	15,722,096	25.2
Childs Company ...	2,412,655	2,265,804	6.4	22,818,162	21,849,566	4.4
Melville Shoe	2,263,444	1,980,719	14.2	20,884,651	17,820,106	17.2
Schulte-United	2,227,973			13,224,047		
McLellan Stores ...	2,219,804	1,777,769	24.8	17,061,118	12,560,430	35.8
F. & W. Grand.....	2,015,944	1,756,404	14.7	16,260,684	12,054,189	34.9
G. R. Kinney	1,813,482	1,699,671	6.7	16,045,484	14,871,604	7.8
Western Auto Supply	1,682,000	1,461,000	15.1	13,180,154	10,237,594	28.7
Metropolitan	1,662,925	1,231,061	35.0	12,871,027	9,515,313	35.2
Lerner Stores	1,617,550	986,442	63.9	13,897,889	8,823,263	57.5
Lane Bryant	1,485,043	1,123,525	32.1	12,963,219	9,418,151	37.6
Waldorf System	1,420,788	1,267,056	12.1	13,232,631	12,007,835	10.2
G. C. Murphy	1,402,500	1,055,894	32.8	11,616,416	8,536,340	36.0
D. Pender Grocery ..	1,400,955	1,271,991	10.1	12,874,283	11,827,704	8.8
Peoples Drug	1,368,846	974,626	40.4	12,421,875	8,990,385	38.1
Neisser Bros.	1,377,421	966,605	42.5	10,847,231	7,162,162	51.4
I. Silver Bros.	919,485	610,226	50.6	6,133,705	4,663,456	31.5
Mangel Stores	848,461	739,473	14.7	7,349,822	5,579,635	29.7
Schiff Company	819,520	473,906	72.9	6,846,456	4,009,278	70.7
Kline Bros.	527,160	361,054	46.0	3,686,077	2,540,666	45.0
Winn & Lovett	504,074	538,914	-6.4	5,087,169	4,259,301	19.4
Federal Bake Shops ..	408,860	375,135	8.9	3,666,500	3,307,138	10.8
Berland Shoe	386,178	244,187	58.1	3,180,744	2,065,568	53.9
Edison Bros.	377,196	313,277	20.4	3,013,398	2,399,073	25.6
National Shirt Shops	333,716	270,035	23.6	3,311,680	2,746,142	20.6
Morrison Elec. Supply	295,776	168,919	75.0	1,659,176	1,000,350	65.8
Total	151,079,158	124,694,293	21.1	1,236,373,079	1,004,033,342	23.2

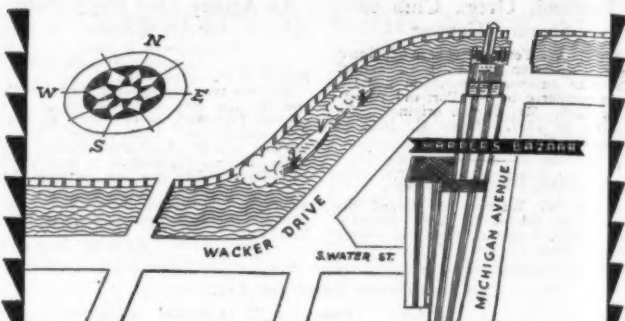
Sales of Daniel Reeves are for the five weeks and ten months ended November 2. H. C. Bohack sales for October constitute sales of five weeks.

E. C. Sams, president of the J. C. Penney Company, reports that "in the face of an unsteady stock market, which in some circles is expected to affect retail sales adversely, our October sales reflect increased buying on the part of the general public. Taking into account only those stores where there was a full year's operation for 1928, as well as to date for the year 1929, which consideration permits of an exact comparison, we find that for September, 1929, more than 600 stores lost in sales, while more than 300 gained. For the month of October, 1929, just the reverse took place. More than 600 stores gained, while slightly over 300 lost."

Schulte-United reports 91 stores in operation at the end of October, 1929.

NUMBER OF STORES IN OPERATION

	END OF OCTOBER 1929	END OF OCTOBER 1928		END OF OCTOBER 1929	END OF OCTOBER 1928
McLellan Stores	255	195	G. C. Murphy	149	119
McCrorry	242	221	Metropolitan	141	104
S. H. Kress	200	192	Peoples Drug	112	80
Neisser Bros.	52	32			



Harper's Bazaar Moves with the Changing Geography of Fashion

THE Chicago office of Harper's Bazaar has moved to the 27th floor of the handsome new building at 230 North Michigan Avenue, just a block below the bridge.

Again, Harper's Bazaar seeks one of the foremost fashion thoroughfares in the world, for the location of an office through which a large amount of fashion advertising passes.

Each of the offices of Harper's Bazaar mentioned below has moved, within the last two years, to keep pace with the changing geography of fashion in great cities. Each of these offices is now located at the most strategic point in that city, for the conduct of fashion business.

Harper's Bazaar Offices

NEW YORK—572 Madison Avenue

PARIS—15, rue de la Paix

CHICAGO—230 North Michigan Avenue

DETROIT—General Motors Building

BOSTON—126 Newbury Street

The Spun
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Sunset
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NOVEMBER MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES(Exclusive of publishers' own
advertising)

	Pages	Lines
The Spur (2 issues).....	198	133,375
Town & Country (2 issues).....	168	113,145
House & Garden.....	156	98,646
Country Life.....	124	83,475
Arts & Decoration.....	108	72,408
Vanity Fair.....	111	69,991
House Beautiful.....	91	57,509
Nation's Business.....	134	57,406
Forbes (2 Oct. issues).....	125	57,196
The Sportsman.....	74	46,708
Cosmopolitan.....	105	45,024
American.....	98	41,926
American Home.....	66	41,712
Popular Mechanics.....	180	40,208
World's Work.....	80	34,335
International Studio.....	49	33,054
Review of Reviews.....	76	32,559
Popular Science Monthly.....	72	31,035
Harpers Magazine.....	137	30,604
Radio.....	62	27,542
Normal Instructor.....	40	27,065
Atlantic Monthly.....	112	25,107
Magazine of Wall Street (2 Oct. issues).....	54	23,166
Red Book.....	52	22,192
American Boy.....	33	22,100
Forum.....	50	21,307
Better Homes & Gardens.....	47	21,211
Motion Picture.....	49	21,151
Theatre.....	33	21,093
Field & Stream.....	49	21,021
World Traveler.....	30	20,160
Physical Culture.....	45	19,403
Scribner's.....	86	19,289
True Romances.....	43	18,420
Golden Book.....	41	17,723
True Detective Mysteries.....	41	17,557
Boys' Life.....	25	17,250
Dream World.....	37	16,018
American Golfer.....	23	14,792
Radio News.....	33	14,067
National Sportsman.....	32	13,719
Country Club Magazine.....	21	13,266
Open Road for Boys.....	30	12,989
American Mercury.....	57	12,677
Outdoor Life & Recreation.....	29	12,584
True Confessions.....	29	12,430
Science & Invention.....	29	12,403
Psychology.....	27	11,504
Motion Picture Classic.....	27	11,465
Asia.....	26	11,292
Elks Magazine.....	23	10,544
Hunting & Fishing.....	24	10,411
Sunset.....	22	9,488
The Mentor.....	22	9,330

Experience Not Experiment

The advertiser in FORBES is not experimenting with his funds, but reaches a tested market. FORBES is established as the news interpreter for the busy business man. FORBES knows the needs of the business man through long years of experience. FORBES influences the man of influence.

Dynamic as big business itself, FORBES drives forward.

For 1930, we are ready to guarantee 80,000 average net paid circulation. With the January 1, 1930 issue we will adopt a new and improved format. With the January 1, 1930 issue we will effect an increase in advertising rates.

But advertising contracts are acceptable NOW, with a year's protection at the present rates for the new and improved FORBES.

Prompt action is advisable.

FORBES

B. C. FORBES, Editor

WALTER DREY, Vice-President

120 Fifth Avenue, New York

ROTARIANS Are "Air-Minded"

INQUIRY discloses the fact that many Rotarians own and operate airplanes; that *thousands* of them do a lot of flying, in pursuit of business or pleasure.

Which is just another way of telling you that Rotarians are leaders; that they are advanced thinkers; that they have the means for enjoying the things that the average citizen can merely wish for.

The incomes of all Rotarians average in excess of \$10,000.00 a year each—a *Billion Dollar Market*. They own more cars than there are Rotarians. They own their homes—85% of them. They lead the Industrial, Distributing and Financial groups of their communities.

What a wonderfully rich market for you—whether you make neckties or airplanes—in this select group of 136,000 community leaders! And how easily and inexpensively you can reach them, through their own publication.

THE ROTARIAN

The Magazine of Service

213 W. Wacker Drive, Chicago, Ill.

WELLS W. CONSTANTINE

Eastern Representative

17 W. 16th Street, New York, N. Y.

F. W. HENKEL

Midwest Representative

306 S. Wabash Ave., Chicago, Ill.

COLOR is available in THE ROTARIAN at surprisingly small extra cost—two-color inside pages or four-color process inserts and covers.

	Pages	Lines
Nomad	22	9,192
American Legion Monthly.	21	9,136
Scientific American.....	19	8,337
Forest & Stream.....	17	7,490
Film Fun	17	7,436
American Motorist	17	6,930
Munsey Combination	31	6,860
Association Men	16	6,599
Screenland	15	6,584
St. Nicholas	15	6,221
Extension Magazine	9	6,195
Picture Play	13	5,577
The Scholastic (2 Oct. issues)	13	5,188
Bookman	22	4,918
Newstand Group	22	4,906
Nature Magazine	10	4,356
American Forests and Forest Life	10	4,349
The Rotarian	10	4,077
National Republic.....	9	4,017
Current History.....	15	3,480
Street & Smith Combination	12	2,576
Blue Book	5	1,211

WOMEN'S MAGAZINES

	Pages	Lines
Vogue (2 issues).....	248	156,731
Harper's Bazaar	159	107,131
Ladies' Home Journal.....	147	99,873
Good Housekeeping.....	213	91,169
Woman's Home Companion.....	100	67,782
McCall's	77	52,671
Pictorial Review	68	46,410
True Story	83	35,742
Delineator	50	33,715
Holland's	41	31,164
Photoplay	59	25,211
Farmer's Wife	31	21,122
Modern Priscilla	31	20,910
The Parents' Magazine....	48	20,475
Junior Home Magazine....	24	16,277
Household Magazine	21	15,498
Woman's World	21	14,287
Smart Set	33	14,144
American Girl	28	11,992
Child Life	28	11,849
People's Popular Monthly..	16	10,770
Needlecraft	12	7,838
Fashionable Dress	9	5,843
John Martin's Book, The Child's Magazine	12	5,259
Messenger of Sacred Heart	13	2,808

CANADIAN MAGAZINES

(October Issues)

	Pages	Lines
Mayfair	108	67,970
MacLean's (2 issues).....	88	61,102
Can. Homes & Gardens....	72	45,778

ANNOUNCING

AN INCREASED CIRCULATION AND A LOWER MILLINE RATE

From July, 1930, issue to the June, 1931, the circulation guarantee will be increased from 100,000 to 130,000, net paid ABC average. Rate increased from \$620 to \$700 per page. Rate card No. 8 sent on request. For orders placed by December 1st, 1929, the \$620 page rate will apply through the December, 1930, issue.

Circulation substantially increased. Milline rate materially decreased. Exceedingly low prices for this larger circulation in 1930 to buyers who act promptly.

THROUGH THE PARENTS' MAGAZINE YOU WILL BE REACHING 130,000 PAIRS OF PARENTS AT THE TIME OF THEIR GREATEST
+ + "BUYING EXPECTANCY." + +

The PARENTS'
MAGAZINE
Formerly called "CHILDREN, The Parents' Magazine"

EARLE R. MACAUSLAND, Advertising Director
255 Fourth Avenue
New York

	Pages	Lines
Canadian Home Journal...	62	43,660
Western Home Monthly...	57	39,991
The Chatelaine	36	24,890
Rod & Gun in Canada....	28	11,955

OCTOBER WEEKLIES

	Pages	Lines
October 2-7		
Saturday Evening Post...	107	72,669
New Yorker	80	34,529
Collier's	40	27,250
Time	58	24,912
American Weekly	13	24,425
Literary Digest	48	21,698
Liberty	32	13,926
Business Week	26	11,196
Christian Herald	9	5,839
Life	13	5,619
The Nation	12	4,850
Judge	7	3,018
New Republic	6	2,558
Churchman	4	1,790
Outlook	4	1,663

	Pages	Lines
October 8-14		
Saturday Evening Post...	152	103,103
New Yorker	82	35,367
Collier's	43	29,295
Time	55	23,546
American Weekly	12	22,298
Literary Digest	44	19,843
Liberty	23	9,834
Business Week	22	9,237
New Republic (Book Section Included)	18	7,742
Life	17	7,237
Christian Herald	9	5,802
The Nation	9	3,400
Judge	7	2,982
Churchman	6	2,524
Outlook	4	1,851

	Pages	Lines
October 15-21		
Saturday Evening Post...	154	104,495
New Yorker	88	37,867
American Weekly	13	25,267
Collier's	34	23,438
Time	50	21,467
Literary Digest	43	19,559
Liberty	32	13,854
The Nation (Book Section Included)	26	10,266
Business Week	22	9,265
Life	18	7,747
Christian Herald	7	4,847
Churchman	7	2,805
Outlook	6	2,667
Judge	6	2,583
New Republic	4	1,813

	Pages	Lines
October 22-28		
Saturday Evening Post...	94	64,170
New Yorker	85	36,635
Collier's	42	28,233
American Weekly	12	23,209

	Pages	Lines
Time	46	19,684
Literary Digest	36	16,480
Liberty	22	9,474
Business Week	19	8,178
Life	13	5,644
Christian Herald	7	5,038
The Nation	7	2,800
Judge	6	2,588
Outlook	6	2,448
Churchman	5	2,096
New Republic	4	1,740

	Pages	Lines
October 29-31		
The Nation	11	4,450
New Republic	4	1,631
Outlook	2	1,033

	Pages	Lines
Totals for October		
Saturday Evening Post...	507	344,437
New Yorker	335	144,398
Collier's	159	108,216
American Weekly	50	95,199
Time	209	89,609
Literary Digest	171	77,580
Liberty	109	47,088
Business Week	89	37,876
Life	61	26,247
The Nation	65	25,766
Christian Herald	32	21,526
New Republic	36	15,484
Judge	26	11,171
Outlook	22	9,662
Churchman	22	9,215

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Pages	Lines
1. Vogue (2 issues).....	248	156,731
2. The Spur (2 issues)...	198	133,375
3. Town & Country (2 is.)	168	113,145
4. Harper's Bazaar.....	159	107,131
5. Ladies' Home Journal..	147	99,873
6. House & Garden.....	156	98,646
7. Good Housekeeping....	213	91,169
8. Country Life.....	124	83,475
9. Arts & Decoration....	108	72,408
10. Vanity Fair.....	111	69,991
11. Mayfair (Oct.).....	108	67,970
12. Woman's Home Comp..	100	67,782
13. MacLean's (2 Oct. is.)	88	61,102
14. House Beautiful.....	91	57,509
15. Nation's Business....	134	57,406
16. Forbes (2 Oct. is.)...	125	57,196
17. McCall's	77	52,671
18. The Sportsman.....	74	46,708
19. Pictorial Review.....	68	46,410
20. Can. Ho. & Gar. (Oct.)	72	45,778
21. Cosmopolitan	105	45,024
22. Can. Ho. Jour. (Oct.)	62	43,660
23. American	98	41,926
24. American Home.....	66	41,712
25. Popular Mechanics....	180	40,208

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35 E. W

EVERY SUBSCRIBER OF THE SCHOLASTIC IS A HIGH SCHOOL STUDENT

The Scholastic is a magazine published exclusively for high school students and every subscriber of The Scholastic is a high school student. The Scholastic is voluntarily subscribed to and used by students in more than 3,000 high schools.

New circulation guarantee and rate increase will be effective as of November 15, 1929

The

SCHOLASTIC

and The World Review form the High School Unit

THE
ONLY NATIONAL MAGAZINES
WITH 100% HIGH SCHOOL
CIRCULATION

55 W. 42ND STREET, NEW YORK
35 E. WACKER DRIVE, CHICAGO

FOUR-YEAR RECORD OF NOVEMBER ADVERTISING

	1929 Lines	1928 Lines	1927 Lines	1926 Lines	Total Lines
House & Garden	98,646	102,575	108,378	110,674	420,273
Town & Country (2 issues) ..	113,145	91,325	86,782	95,374	386,626
Country Life	83,475	72,776	73,402	82,804	312,457
Vanity Fair	69,991	73,074	68,815	79,974	291,854
Arts & Decoration	72,408	69,762	71,946	52,542	266,658
MacLean's (2 Oct. issues) ..	61,102	56,754	62,257	58,970	239,083
House Beautiful	57,509	58,865	53,068	54,626	224,068
Forbes (2 Oct. issues)	57,196	48,869	41,602	45,084	192,751
Nation's Business	*57,406	*47,140	39,764	34,165	178,475
American	41,926	38,967	44,547	47,901	173,341
Popular Mechanics	40,208	39,312	40,656	42,371	162,547
Cosmopolitan	45,024	34,969	38,657	39,060	157,710
Popular Science Monthly ..	31,005	32,945	30,374	32,868	127,192
International Studio	33,054	27,573	31,525	28,461	120,612
Harper Magazine	30,604	30,492	28,616	29,512	119,224
Atlantic Monthly	25,107	28,959	29,239	30,902	114,207
World's Work	†34,335	23,215	24,884	29,002	111,436
American Home	41,712	26,334	21,495	17,784	107,325
Review of Reviews	†32,559	20,943	21,959	29,400	104,861
Red Book	22,192	21,519	27,482	30,967	102,160
Physical Culture	19,403	24,722	23,021	29,583	96,729
True Romances	18,420	23,594	24,905	22,348	89,267
American Boy	‡22,100	19,836	21,410	23,545	86,891
Scribner's	19,289	20,209	20,619	23,319	83,436
Boys' Life	17,250	20,386	20,410	22,343	80,480
Theatre	21,093	18,407	18,881	18,960	77,341
Field & Stream	21,021	17,984	18,161	18,161	75,327
Better Homes & Gardens ..	21,211	21,085	15,257	12,813	70,366
Motion Picture	21,151	15,848	15,639	15,257	67,895
Science & Invention	12,403	14,363	17,979	14,276	59,021
Forum	21,307	10,730	11,354	12,490	55,881
National Sportman	13,719	16,081	13,729	9,683	53,212
Outdoor Life & Recreation ..	12,584	11,236	15,149	11,093	50,062
Sunset	9,488	10,923	14,133	14,635	49,179
Scientific American	*8,337	*10,584	*11,245	14,714	44,880
Munsey Combination	6,860	6,720	6,240	5,824	25,644
Forest & Stream	7,490	6,160	4,891	7,058	25,599
St. Nicholas	6,221	4,183	5,363	8,008	23,775
	1,327,951	1,219,419	1,223,834	1,256,641	5,027,845

*Smaller Page Size.

†Larger Page Size.

‡Youth's Companion combined with American Boy.

WOMEN'S MAGAZINES

Vogue (2 issues)	156,731	158,979	154,919	148,690	619,319
Ladies' Home Journal	99,873	98,710	97,020	104,176	399,779
Harper's Bazaar	107,131	96,807	80,940	77,489	362,367
Good Housekeeping	91,169	92,739	75,347	87,037	346,292
Woman's Home Companion ..	67,782	62,655	65,026	66,762	262,225
McCall's	52,671	54,973	48,681	44,390	200,715
Pictorial Review	46,410	38,550	43,166	46,938	175,064
Delineator	33,715	47,307	42,487	41,171	164,680
True Story	35,742	32,163	30,416	27,624	125,945
Photoplay	25,211	22,806	24,766	27,337	100,120
Modern Priscilla	20,910	21,895	24,140	23,266	90,211
Woman's World	14,287	15,343	17,134	17,501	64,265
People's Popular Monthly ..	10,770	11,593	11,722	11,910	45,995
American Girl	11,992	9,645	8,634	8,357	38,628
Needlecraft	7,838	8,500	11,438	8,947	36,723
	782,232	772,665	735,836	741,595	3,032,328

WEEKLIES (4 October Issues)

Saturday Evening Post ...	344,437	323,690	340,884	3415,902	1,484,913
New Yorker	144,398	117,064	132,388	1100,823	494,673
Liberty	*47,088	93,821	129,875	1120,425	391,209
Literary Digest	77,580	76,442	180,608	194,015	328,645
Collier's	108,216	63,293	157,126	168,285	296,920
American Weekly	95,199	68,693	150,945	154,521	269,358
Time	89,609	150,554	140,793	34,657	215,613
Life	26,247	23,496	26,107	26,381	101,231
Christian Herald	21,526	19,449	119,077	126,250	86,302
Outlook	19,662	116,636	11,074	15,114	52,486
	963,962	853,138	947,877	956,373	3,721,350

‡Five Issues.

*Smaller Page Size.

Grand Totals	3,074,145	2,845,222	2,907,547	2,954,609	11,781,523
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The Enjoyment of Living...

To the advertiser of merchandise destined for enjoyment-minded folk LIFE offers:

... A magazine journalistically sound

... A national market for his products

... A longer life than most monthlies have

... About ten times as many readers as he pays for

... A magazine easily and successfully merchandised to his trade and sales force

... The assurance of delivering his sales message when the prospect is relaxed and in good humor

LIFE

The Little Schoolmaster's Classroom

THE Schoolmaster delights to find—as who doesn't?—unsuspected markets in out-of-the-way places. Here he discloses a clue that may inspire market-seekers in many lines.

At the factory of the Eastman Kodak Company, in Rochester, there is an employees' group known as the C. L. O. Squad.

Whether the idea originated in the Eastman organization or was inspired by an imaginative salesman from the outside, the Schoolmaster is unable to say.

However, the full name of the group is the Cod Liver Oil Squad. Its membership is available to any Eastman employee who aspires to shake off "that tired feeling," or aims to avoid winter-time colds, or gain weight. And its members—there are sixty-seven of them now—pledge themselves to take cod liver oil.

The C. L. O. Squad is officially recognized. Its charts of health progress are published in the Eastman employees' monthly, the "Kodak Magazine," and, editorially, the magazine urges others to join.

Is there an idea here for all manufacturers of cod liver oil? And where—the Schoolmaster wonders—is that fellow who sells yeast?

* * *

The Schoolmaster has often wondered just how far the personal note in business correspondence could be carried with safety and propriety. Many a time some member of the Class sends in a letter in which he has been addressed as "Dear Friend" or even "Dear Fred" by some business house and wonders what it is all about. Some people are merely amused, others become angry, when a big concern becomes sentimental or unduly friendly about their affairs. There are times, however, when the household is fairly bathed in good-will and sentimentality. Such a time is that immediately following the advent of a little stranger in the home. The proud father of such a new arrival

showed the Schoolmaster a letter his three-day-old son had received last week from a druggist in his town:

Dear Baby:

There is one pleasure we big fellows never pass by and that is to extend a happy greeting to the new baby who comes to stay with our friends in town.

Therefore it gives us genuine pleasure to send you, under separate cover, a little token of friendship—a Kantleek Baby Hot Water Bottle, just big enough to send a thrill of warmth through that tiny body of yours.

And say, baby neighbor, when you have one of those strange little "tummy" pains that babies just will get, tell Mother to put the hot water bottle at your toesies and you will find magic relief. Many Rexall Daddies know the comfort of this little Hot Water Bottle, for they have often used one on their own kiddies.

To you, Baby Dear, we extend the glad neighborly hand of welcome. May your coming to this big world of ours herald much joy both to you and to the dear ones whom you have blessed by your choice of Mother and Dad—this is the sincere greeting offered you, with all good wishes, by

Your friend,
Rexall Druggist.

The new father says that the druggist is a little mite of a man full of dignity, so that the reference to himself as a big fellow and his interest in the new babies "toesies" and "tummy" gave a great amount of amusement to the proud parent.

* * *

Further research disclosed that this letter is one of those suggested to its agents by the United Drug Co. "The arrival of a baby in the home is too sacred an event," say the instructions to agents, "to be marred with thoughts of business." For that reason the sort of letter shown above is recommended, and the druggist is reminded that during the first year of a baby's life the drug store purchases made for its health and convenience exceed \$50. The Kantleek bottles are offered to the dealer at \$62.50 per 100. "This means that for an investment of only 62½ cents you

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Coate
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Only one paper was OK

They proved the illustrated letter on bond paper with disappointing results. The paper failed utterly to reflect the beauty of the halftone. No matter what bond paper was selected, they found it too translucent. The printing on the inside of the four-page letter could be seen on the outside.

Coated papers were tried and discarded because they

looked like circulars and not like letters.

Finally, Two-Text was tried. On the coated side the halftone printed perfectly. The bond side had the look and feel of a real letter. The paper was so opaque that the printing on the inside did not show thru.

It has been the experience of thousands of advertisers that only one paper is satisfactory for the illustrated letter and that paper is Two-Text. Standard Paper Manufacturing Company, Richmond, Va.

TWO-TEXT
ILLUSTRATED LETTER PAPER

BOND, for the LETTER SIDE - COATED, for the ILLUSTRATED SIDE

Wanted Direct Mail Advertising Man

A well-rated jobbing house in one of the largest cities of the fast-growing South wants a man whose work will not only enable our staff of salesmen to get more profitable business, but also to bring in a substantial amount of profitable business from towns not covered by our salesmen.

All of the above to be mail-order work of the type used by Chicago mail-order houses. We do no other kind of advertising.

State age, experience, references and salary expected.

Your possibilities depend largely upon sales ability to increase our sales and our earnings.

Reply to "Bona Fide," Box 44
Care of Printers' Ink

Net Paid Circulation now 23,236

Advertising Rates: Page, \$135; half page, \$67.50; quarter page \$33.75; one inch, minimum, \$10.50. Classified, 75 cents a line, minimum order \$3.75.

PRINTERS' INK

(Weekly)

185 Madison Avenue
New York City

WANTED

by an advertising woman with executive experience both here and abroad

A POSITION

in the advertising department of a cosmetic or perfums house or in an agency handling accounts with feminine appeal. "D," Box 94, P. I.

have an opportunity to sell baby necessities totaling that amount (\$50) in retail value."

Perhaps it is mean of the Schoolmaster to peer behind the scenes of this sentimental letter, but anyway the father was carrying it around with him.

* * *

The Schoolmaster's wife has been receiving "Household News," a magazine issued periodically by Lewis & Conger, New York retailers of household equipment. In this magazine are interesting items of household information and mention of various articles of equipment for sale by Lewis & Conger. It is the kind of direct-mail advertising that the average housekeeper likes to receive.

Recently the company sent out with each copy a C. O. D. return postcard. On one side was a message from the company asking if the recipient had enjoyed "Household News" and if she wished to continue receiving it. In the center was her address, typed in full, and she was asked to correct it. On the other side was the company's address and the C. O. D. stamp.

The Schoolmaster filled out the card and dropped it into a mail box. The next morning he found the card resting in his own post office box. Some postal clerk had looked at the wrong side of the card and sent it back.

R. V. Lewis, Jr., advertising manager of the company, tells the Schoolmaster that there were at least eight or ten similar cases and, of course, there is no way of reckoning how many prospects gave up in disgust when they received the card again.

In this particular instance no harm was done, since out of a mailing of 40,000, the company received more than 8,000 replies, a remarkable return of about 20 per cent.

The Schoolmaster wonders if it would not be possible for unintelligent postal clerks to make enough mistakes on a single mailing to upset the basis of returns, particularly if the mailing were to go out to a small list. If the ratio was ten to 8,000, as in the case of "House-

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Maker
P.O. BOX

WHEREVER YOU GO YOU SEE DURASHEEN SIGNS



Permanence! That's what Western Union demands—and that's what they get in DuraSheen porcelain enamel signs. They won't rust, warp or fade. Neither sun, rain, wind nor snow can dim their lustre. Some Western Union signs in use today have been on duty for over twenty years!



In every field the biggest and most powerful companies choose DuraSheen signs to carry their message. Quality and price **MUST** be right!

The
BALTIMORE ENAMEL
and NOVELTY COMPANY

Makers of "DuraSheen" Lifetime Signs

P.O. BOX E-4, BALTIMORE, MD. — 200 FIFTH AVE. NEW YORK

He's a Rara Avis, this

PLAN and COPY MAN

Give him a product and the facts, and he will project a sound merchandising and advertising plan, write fresh, unhackneyed copy, create ideas for getting dealer cooperation, and, if necessary, can carry the whole campaign through production to finished advertisements and printed pieces that are typographically and artistically distinctive. ¶ Now with an agency, previously Advertising and Sales Promotion Manager for four years of a prominent advertiser. Background includes actual selling on the road and sales supervision. ¶ To an agency as account executive or plan-and-copy man, to a manufacturer as Advertising or Sales Promotion Manager, he would be a source of sound, stimulating ideas, and a loyal, well-balanced worker. He is 32, married, a college man (Harvard) and now earns close to five figures. Address "T" 235, Printers' Ink.

PUBLICITY

INDIVIDUAL, BUSINESS
ORGANIZATIONS

Phone WISconsin 9144

JOHN A. MORAN

and Associates

140 WEST 42nd ST. NEW YORK

ADVERTISING and SALES PROMOTION EXECUTIVE AVAILABLE

Young man, 32, eleven years' experience in advertising. Six years with one agency. Possesses unusual selling ideas, analytical ability. Can prepare complete sales campaigns, handle layouts, write copy, take care of production. Thorough knowledge of direct mail. Seeks connection as advertising manager, or assistant to advertising or sales executive of large organization. Metropolitan New York only. \$7,800. Address "Z," Box 90, Printers' Ink.

hold News, no damage is done. This, of course, assumes that the only errors made were those reported to the company. It is possible that the ratio was much higher owing to the fact that a number of prospects did not bother to send back the card the second time.

At least advertisers who are using this type of card easily can guard against the possibilities of such errors. By placing the prospect's name in an unusual position on the card they can make sure that even the laziest postal clerk will make no error.

* * *

At either end of the waiting room of the new North Station in Boston is a show window donated by the Boston & Maine R. R. to the States through which its lines pass. In each window two leading industries of those States are allowed to make a display of their products. These displays are changed periodically with the result that in a year's time the industries served by the B. & M. have plenty of opportunity to feature their wares to a list of picked prospects.

This is an excellent example of how the modern railway (and the B. & M. of today is a truly modern railway) is co-operating with the industries it serves. According to an official of the railway, there has been plenty of opportunity to sell that space to other advertisers but the railway feels that by giving the space free it is

The Story Lure in Copy

How to put this *pull* in advertising is the main theme of Edward Mott Woolley's autobiographical book, **WRITING FOR REAL MONEY**. He tells of enormous waste of money in under-worked space, and how he found rich veins of undiscovered advertising material; how he made dull copy move. 144 pages. \$1.50 postpaid.

Also his **FREE-LANCING FOR FORTY MAGAZINES**, a general autobiography of his writing experience. 320 pages. \$2.50 postpaid.

E. M. WOOLLEY ASSOCIATES
Passaic Park New Jersey



CLEVELAND & SHAW · INC

announce

MR. HARRY PORTER

*Vice-President
in Charge of Service*

MR. JAMES A. BEATTY

Director of Research

MR. ARTHUR GACHÉ

Associate Art Director

Y

CLEVELAND & SHAW · INC

Advertising

205 EAST 42ND STREET

NEW YORK

ADVERTISING — ENGINEER

Advertising man with a well-rounded shop and engineering background, coupled with seasoned technical advertising, direct mail and sales promotion experience, is looking for new connection. Location, preferably New York or Northern New Jersey. Age 32, married, now employed, with an excellent record of accomplishment.

Address "V," Box 237
Printers' Ink

FOR A MIDDLE-SIZE BUT LUSTY AGENCY

A young man of 30, university honor graduate. A born writer, advertising-trained, possessing an alertly conceptual mind and modern to the fingertips in ideas and execution. Would like to contact as well. Good reason for changing. Modest salary requirement. "W," Box 238, P. I.

I'LL COST YOU—

\$6,000 a year! If you are an agency or large corporation spending over \$75,000 a year on printing, I will more than save you my salary, as production manager or buyer of printing. A very complete knowledge of all branches and developments of printing make me particularly valuable for a big organization. Young enough to be abreast of the times, old enough to be seasoned in the craft, good enough to be associated with the best. Available shortly, references. Address "U," Box 236, Printers' Ink.

SELLABILITY

Can you use a man who for seven years has successfully sold advertising space—who can intelligently prove to potential advertisers that they have a definite and real need for your publication? At present active, but anxious to secure connection with greater possibilities. Write "X," Box 239, Printers' Ink.

ADVERTISING SALESMAN

Twelve years with leading national magazines and trade publications covering the Eastern territory. Now employed but desirous of a more congenial connection. "B," Box 92, Printers' Ink.

Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers — National, State and Local — Individuals, Professionals, Business Concerns.

99% GUARANTEED \$5 each by refund of

ROSS-Gould Co. 344N. 10th St. St. Louis

doing a helpful job not only for itself but for the people it serves.

The children in the Schoolmaster's neighborhood recently had an afternoon of unalloyed diversion at the expense of a flour manufacturer. The philanthropic manufacturer is conducting an intensive sampling campaign in that neighborhood, giving to each household a liberal sample of pancake flour. His philanthropy would have been much appreciated by the thrifty women of the neighborhood, but unhappily, few of them had the opportunity to see the sample.

The crew distributing the sample was made up of hurried young men who saw no particular reason why they should bother to place the samples in the home. They contented themselves with throwing the boxes into the yards where, of course, they were quickly seized by the children. One of the brighter juvenile minds conceived the idea of a flour fight with the result that in a few minutes every child in the vicinity was busily running along behind the samplers, picking up the samples as soon as they were thrown down. It is doubtful if 10 per cent of the women on at least one street ever saw any of the flour except on the clothes or in the hair of their children.

It is extremely difficult to control the distribution of samples but it is at least possible to insist that the samplers place their wares on the porches of houses. The Schoolmaster was fortunate enough to retrieve his sample before it became munitions and knows that the flour is good. In the future it will be used in his household. Unhappily the vast majority of his neighbors will think of that flour only as a particularly messy product which will not wash out of children's clothes.

The Schoolmaster recently deplored the passing of short skirts. The following encouraging letter has been received from R. F. R. Huntsman:

The Little Schoolmaster must be

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and satin.

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feeling his oats when he steps into the sartorial arena on October 24, and boldly deplores the demands for longer and fuller portieres of silk and satin.

Rather than to disturb the present fashion of skirt abbreviation for the fair sex, he wishes woman to "assert herself."

Let him not worry.

The silk manufacturer isn't worrying. He knows that the yardage will be used no matter what happens.

History demonstrates that when fashion in dress for women cuts it off at the bottom it invariably puts it on at the top—and vice versa.

"Vice versa" is almost with us.

Looking backward, the Schoolmaster will observe that charms of the gentler persuasion never have

been completely hidden—on the contrary.

A great deal will be done "to save the day for the man on the street." Every woman has her day in Court, and those who have been longing for longer portieres, with which to drape "Steinways" of no slender proportions, will perhaps find new favor when the "man on the street" suddenly learns that the situation has been met and disposed of in a new (and yet old) and yet still more entrancing a fashion.

The Little Schoolmaster has something coming to him, and he will be pleased, as will also the silk manufacturer, and all others concerned.

Well, we shall see what we shall see, Mr. Huntsman.

SALESMANAGER

Position open as salesmanager with one of our clients,—an automotive accessory manufacturing company. Applicant must be between thirty and forty with proven record. Full details must be submitted with the application and will be considered in confidence. Fisher-Wilson Advertising Agency, 1421 Chestnut Street, Philadelphia, Pa.

"GIBBONS knows CANADA"

J. I. GIBBONS Limited Advertising Agents

Toronto Montreal Winnipeg Vancouver Hamilton London, Eng.
New York Office 2152 Granbar Bldg. Thomas L. Briggs, Manager for United States

Multiograph Ribbons Re-inked

Our  process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

Send 2 Ribbons to be Re-inked at our expense.

W. Scott Ingram, Inc.

Dept. B, 67 West Broadway, New York City

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Investment Desired

In successfully operating publication by competent publisher. Give full information. Box 844, Printers' Ink.

TRADE DIRECTORY—Experienced man would like to secure interest in New York trade directory publishing business. Roscoe Brumbaugh, Chatham, N. J.

Publishers' Representative established, experienced, wide acquaintance, located New York covering East, desirous contacting publisher, good class magazine interested securing Eastern representation. Box 823, Printers' Ink.

To Advertising Free Lance, handling either direct mail or newspaper display, who needs a well-rounded creative and production service, with placing facilities; we have office space available to one, at a nominal charge. Box 833, P. I.

HELP WANTED

TECHNICAL COPY WRITER

Writer with practical experience in railroad mechanical department wanted by advertising agency to write copy on locomotive and car specialties. State experience and salary wanted. Box 817, P. I.

Want Advertising Manager for our direct mail Kodak finishing plant. Do not answer this "ad" unless you have had some experience photographically as well as general experience in direct-mail advertising. High-grade man only is wanted. Write Moen Photo Service, La Crosse, Wis.

Advertising Executive wanted at home office of national publication located in Eastern State. Excellent opportunity for man who can produce promotional literature and oversee solicitation. State experience, age, salary requirements, etc. Correspondence confidential. Box 843, P. I.

ARTIST-LAYOUT MAN—To plan and finish photographic illustrations for editorial pages of leading business magazine. Must have experience in this type of work. Full time only. Must show specimens. State age, salary, training. Box 821, Printers' Ink.

ADVERTISING SALESMAN for Chicago Office, specialized national magazine of financial strength and wide reputation; age around 25 to 30 with ideas and selling ability and some background in national field. Starting salary \$90 and bonus. Own organization cognizant. Write fully. Replies confidential. Box 829, P. I.

ADVERTISING MAN

A position is open with a sound, well established agency for an advertising man who wishes to broaden his scope. The work consists of selling and contacting Connecticut clients. The income possibilities are dependent upon energy and accomplishments. For interview address "CONTACT," Box 830, Printers' Ink.

Wanted—Printing salesmen with immediate clientele. Young and real enthusiasts. New process with startling possibilities. Rich color reproduction and wonderful deep monotone, unobtainable by any other process. All replies treated confidentially. Call in person, 274 Madison Ave., Room 901. Ask for Mr. Van Huesen. Pay by salary or commission.

ADVERTISING SOLICITOR—EXCELLENT OPENING ON HIGH-GRADE CLASS WEEKLY FOR CHRISTIAN UNDER 35. REFERENCES OVER PERIOD OF YEARS ABSOLUTELY ESSENTIAL. SALARY AND COMMISSION OR STRAIGHT COMMISSION WITH DRAWING ACCOUNT BOX 831, PRINTERS' INK.

Unusual Layout Man

Boston agency wants a layout man who gets a real kick out of producing modern material for publication and direct mail. Most of his time will be spent in visualization. Must have the unusual combination of artistic ability and "boss sense," know how to make type talk—and be a producer, to boot. A large order—but the right man can make it a large job. Moderate salary at first—but a lifetime job that will grow. His associates are a group of fast-moving young men who know about this advertisement and who will welcome him as an important member of the staff. Give complete particulars. Box 820, Printers' Ink.

Serve

New York's leading agencies and retail establishments with highest type experienced men: Christians under 40, seeking new positions or desiring to better themselves. Attractive Opportunities offered daily. Call in person for confidential consultation and registration with W. Lowen, Vocational Bureau, Inc., 9-2 P.M. 105 W. 40th St. PENna. 8380

A. K. OSTRANDER (Agency) PLACEMENT SPECIALISTS

505 Fifth Avenue, New York City
LITHO SALESMAN. Salary Open.
COPY MAN—Some contact, able to put beauty and style in National Copy. \$7,800.
ART DIRECTOR—Agency experience \$6,500 up.
DESIGNER—Chiffon and Georgetown \$6,500.
COPY MAN—Building Materials. \$3,900.
PHOTO DEPT. HEAD—Young, agency Open.

Advertiser Copy

Seeking opportunities for interviews and executive Secretary. Street, N. Y.

FOR

EXECUTIVE

Wide-Awake charge of operating company. Has initiative and get results. Box 830.

ADVERTISING

Successful record in publication engagement. Age 29; good.

Young Man, paper, 4 years copy, editorial space such as trained, l.

ADVERTISING

Layout man; organization experience with Box 837, P. I.

COPY AND Well versed in paper, agency yrs. Typo Box 838, P. I.

YOUNG LAD recently with 4 assistant to good knowledge, an, universi

A

Young U graduate, publicist, studied advertising opportunity.

FIRST C with background act and art experience. To start at \$50.

Experienced advertising with Pittsburgh and annual circulation of eng

WOMEN

Britisher, having advertising experience. Work in advertising. Age 28.

Versatile C direct mail, selling, reporting knowledge with progress Printers' Ink

ADVERTISING

Young man, thorough, and Broad advertising paper training facturing org

Advertising Managers Copy and Layout Men

Seeking opportunities register with us. Interviews and correspondence confidential. Executive Service Corp., 100 East 42nd Street, N. Y. C. (Advertising) Ashland 6000.

POSITIONS WANTED

EXECUTIVE AVAILABLE

Wide-Awake Young Man, 27, 3 years in charge of operating department in Advertising company. Ambitious, hard worker. Has initiative and ability to handle men and get results. Prefers agency or publication. Box 827, Printers' Ink.

ADVERTISING SALESMAN

Successful record in national consumer and trade publication field. Open for permanent engagement with reliable publisher. Age 29; good appearance. Box 846, P. I.

Young Man, 24, wants position with trade paper, 4 years trade publishing. Knows copy, editorial, circulation and sales. Selling space successfully last two years. College trained, learns quickly. Box 845, P. I.

ADVERTISING WRITER—Idea and layout man; interesting story awaits organization requiring exceptional experience with largest N. Y. agencies. Box 837, Printers' Ink.

COPY AND PRODUCTION CHICAGO Well versed in both. Univ. trained. Newspaper, agency and adv. managership. Exp. yrs. Typographer, writer. Congenial. Box 838, Printers' Ink Chicago Office.

YOUNG LADY—excellent secretary, recently with 4A agency, seeks position as assistant to busy advertising executive. Good knowledge layouts, production. Christian, university training. Box 839, P. I.

A WRITING FOOL

Young U grad, 7 years magazine, editorial, publicity experience; seek change; audited advertising; salary secondary to opportunity. Box 834, Printers' Ink.

FIRST CLASS COPY WRITER

With background of successful client contact and art service administration, experience. To settle in Phila. at once, will start at \$50. Box 832, Printers' Ink.

Experienced Solicitor of industrial advertising with wide acquaintance between Pittsburgh and Boston. Available through unusual circumstances to established publication of engineering type. Box 816, P. I.

WORK—NOT WAGES

Britisher, having two years' general advertising experience in Britain, wishes to work in some firm for American experience. Age 25—University. Location immaterial. Box 836, Printers' Ink.

Versatile Copywriter—experienced in direct mail, agency, contact work, space selling, reporting. Sales promotion ideas. Knowledge production. Wants connection with progressive organization. Box 841, Printers' Ink.

ADVERTISING SALES ASSISTANT

Young man, 27, military college trained, forceful, analytical—personality an asset. Broad advertising, merchandising, newspaper training. Wishes connection manufacturing organization. Box 840, P. I.

AGENCY AND SPECIALIZED DIRECT-MAIL EXPERIENCE founded on college training and good health should qualify this young woman for any real opportunity in the advertising field. Box 824, Printers' Ink.

SALESMAN

California, Washington, Oregon

Married man, thirty-five years of age desires to represent a reputable manufacturer. Can submit credentials as to ability and character. Box 835, Printers' Ink.

Young Copy and Layout Man: producer of profitable ideas; experienced in national space and direct mail; wants opportunity to demonstrate ability in New York agency. Splendid record of production and references. Available about Dec. 1, at \$3,600 (present salary). Box 819, P. I.

EDITOR OR TRAVELLING WRITER

Single man with varied experience and abilities—athlete, speaker, scholar, salesman, writer—with editorial and advertising background—wishes a challenge to his talents. Cannot endure continuous confinement, but is habitually a hard worker. Box 822, Printers' Ink.

Will Go Anywhere

N. Y. City advertising manager (back from New Orleans) available on short notice, seasoned by diversified experience in every phase of industry through agency, free lance and exclusive relations with advertisers of importance. Understands mechanics of his work. Box 828, P. I.

COPY, PLAN, LAYOUT MAN AVAILABLE

Long, intensive experience; including important National, Direct-Mail and Mail-Order campaigns. Versatility, originality, fecundity of ideas. Intimate knowledge merchandising factors in many fields. Contact and executive experience, visualization ability and unusual working efficiency. Agency or manufacturer. Will take orders or assume responsibilities. Start \$7,800 with right concern seeking high-grade, thoroughly seasoned advertising man. Box 826, Printers' Ink.

Advertising Manager for small manufacturer or assistant to advertising or sales executive of large manufacturer. Familiar with distribution, marketing, salesmen's bulletins, house organs, production of sales literature and advertisements from conception, thru all stages, to publication. Have developed and directed advertising and sales promotion department. Last position as advertising manager for large manufacturer of technical products. Understand quite well the marketing and advertising of technical lines. Can write copy and plan ads that bring out the sales points of the product in a direct way. Twelve years of personal selling and advertising. Age 32, married. Will consider any location that promises permanency and opportunity. Box 825, Printers' Ink.

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Carroll Dean Murphy, Inc.

ADVERTISING

31st Floor, Pure Oil Building
CHICAGO

*A general advertising agency in which owner-principals
render selected advertisers a thoroughly professional service*

**//As agencies define their own mar-
kets more clearly and concentrate
on prospects which by line, experi-
ence, location or otherwise they are
especially suited to serve, agency
solicitation will gain in effectiveness;
agency selling costs will come down;
more of the agency's income may be
invested in service; agency growth
will be more stable, and the hazard
of agency change will be greatly les-
sened—with important advantages
to both sides. The policy of this
agency is to solicit only accounts to
which it has definite reasons to think
it can render a distinctive service //**

*Quoted from this agency's confidential
manual of written standard practice*

Carroll D. Murphy, Pres. & Treas.

Myron T. Harshaw, V. Pres.

Walter W. Hoops, V. Pres.

Frank R. Schwengel, V. Pres.



Tribune Town

**SPENDS A
HUNDRED MILLION
A MONTH
FOR FOOD ALONE!**

*Ask a Chicago Tribune advertising
man to tell you ALL about it!*

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation, October, 1929

861,217 Daily; 1,192,151 Sunday